

# AMERICAN NURSERYMAN

CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Vol. XL

JULY, 1924

No 1

## PAINESVILLE NURSERIES



### ROSES

A delightful episode of this delightful month.

Also a mighty good line of business for June consideration.

The past three or four years' experience emphasizes the fact that an order placed at the June Convention is about the safest assurance of getting your full fall supply.

We have fifty acres of good clay working for you; and our representatives at the big meet will be on hand prepared to bind the bargain.

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NURSEYMEN-FLOKISTS-SEEDSMEN 45 Greenhouses  
PAINESVILLE, OHIO 1200 Acres

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ROCHESTER, N. Y.

American Fruits Publishing Co.

## For Season Of 1924

**Pears, Cherries and Roses  
Are  
OUR LEADERS**

A Complete Variety List of  
**FRUIT TREES  
ORNAMENTAL TREES  
SHRUBS  
PERENNIALS, EVERGREENS**

**W. & T. SMITH COMPANY**

Lowest Prices Consistent With Quality

1000 Acres

GENEVA, N. Y.

78 Years

## Bridgeport Nurseries

**Largest in Indiana**

*Offer in carload lots*

Peach

Cherry, 1 & 2 yr.

Apple, 1 & 2 yr.

Norway Maple, 2 1/4 inch and up

Sugar Maple, 1 1/2 inch and up

These are our own growing  
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please.

Also a general line of other  
stock including a large list of  
perennials.

**C. M. Hobbs & Son**

BRIDGEPORT

INDIANA

## Princeton Nurseries

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Summer is the Nurseryman's  
visiting season.

**COME, SEE HOW WE GROW THEM.**

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Kingston, N. J.

**380 ACRES**

**Princeton Nurseries**

*July first,*

*1924*

## W. T. HOOD & CO.

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**RICHMOND,**

**VIRGINIA**

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prices.

We offer

Apple, Standard Pear, Peach, Plum, Concord

Grape one and two year; California Privet

(one year), Amer River South one

and two year, Extra fine; Magnolia

Grandiflora (all sizes).

Roses (budded).

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## THE MONROE NURSERY

ESTABLISHED 1847

Offers a fine stock of *Specimen*  
*Evergreens*, Fruit and Orna-  
mental Trees and Shrubs.

Will be pleased to quote on your list of wants.

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**MONROE - - - MICHIGAN**

MANUFACTURERS OF  
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**We have a GOOD SURPLUS of the  
following:**

APPLES, 2-yr. Buds.

PEACHES.

CALIFORNIA PRIVET, 2-yr.

18-24 in. 12-18 in.

Can offer these two grades in carload lots.

Also have a limited quantity of 2-3 ft.

JAPAN WALNUTS, SHRUBS, etc.

SEND US YOUR WANT LIST

We are in the market for EVERGREENS, 2 ft. and up;  
also LINING OUT STOCK of all kinds.

**Franklin Davis Nurseries, Inc.**

629-631 N. Howard Street

Baltimore, Maryland



This House of the Meadow Brook Nurseries at Englewood, N. J., is 40 Feet Wide and about 167 Feet Long. The First 16 Feet Are Partitioned off for a Show Room, and the Balance Used for Cut Flowers.

## If They Can Do It, So Can You

**F**OR example, here is the Meadow Brook Nurseries at Englewood, N. J. They had a nice snug little nursery business, which, like pretty much all nurseries, kept them in boiling hot water filling orders for a few short months. Then a slack off with practically 6 to 8 months with no income.

¶ It's all very fine if you can make a killing in the rush months. But present day profits are largely made during the so-called "off months." The months when anything you make is just so much velvet.

¶ That's why so many nurseries are putting up greenhouses and building a fine local business in plants and flowers.

¶ The most up-to-date of them are putting the houses close to the road or street, where they act like a huge glass show case.

¶ It's surprising how many people rather buy direct from a greenhouse where the plants and flowers are growing. They seem to feel they are better.

¶ There is money for you in cashing in on that little weakness, so to speak.

¶ We have had a broad experience in planning and designing houses for just this purpose. To the counsel and suggestions of our experts you are welcome. Won't cost you a cent. The chances are it will **both save and make** for you many a dollar. Write us.



This is a Glimpse in the Attractive Show House Portion.



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**Builders of Greenhouses and Makers of Boilers**

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AND ENDORSED BY  
LEADING GROWERS  
EVERYWHERE

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Indian Head, Saskatchewan.

The **BOLENS** is a motorized wheel hoe with  
an Arched Axle for clearance and a Tool Con-  
trol for accurate guidance in close weeding  
and cultivating.

A Differential Drive makes turning easy.  
All attachments instantly interchangeable.  
A great labor saver.

Send for catalog with letters  
from Nurserymen.

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332 Park St. Port Washington, Wis.

## As Others See Us—

Tenn., December 24, 1923.  
"Will say that the quality of the seedlings (25,000 apple,  
No. 1) received is absolutely fine. We are highly pleased  
with this stock."

Mass., April 1, 1924.  
"The stock looks first class in every respect."

Ohio, April 7, 1924.  
"The shipment of Maple have just arrived. They are in  
good shape and we are well pleased with them."

Ontario, April 25, 1924.  
"We received the stock all O. K. Found it in good con-  
dition and very satisfactory. A very fine grade of stock."

Tenn., April 28, 1924.  
"We are greatly pleased with the seedlings we bought  
from you."

### Write Us Your Wants In

Apple  
Mazzard  
Myro  
Quince

French Pear  
Pyrus Ussuriensis (Blight resistant)  
Pyrus Calleryana (Blight resistant)

### Also

2 yr. Apple  
2 yr. Bartlett, Bosc, Keiffer, etc.  
1 yr. Montmorency, Schmidt's Biggareau, etc.

1 yr. Peach  
1 yr. Plum



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American Nursery Trade Bulletin  
American Nut Trade Bulletin

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24 Issues for \$30

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Less Than 58c Per Inch Per Week

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Trade? You can do it for above rate, com-  
mencing now, in

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AMERICAN NURSERY TRADE BULLETIN

In both publications for the single rate  
Twice a month publicity

### THIS SPACE

\$2.50 Per Month Under Yearly Term  
Contract

58 Cents Per Week

Less Than Yearly: \$2.80 Per Month

## Best Tree Digger on Earth



Write for Descriptive Circular and Prices

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Nurseries & Orchards Co.  
LOUISIANA, MO.



## AMERICAN NURSERYMAN----July, 1924

**EDITORIAL DEPARTMENT**—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. All photographs will be returned promptly.

**Advertising**—Advertising forms close on the 25th of each month. If proofs are wanted, copy should be on hand one week earlier. Advertising rate is \$2.50 per column-width inch.

"**AMERICAN NURSERYMAN**" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the earl operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"**AMERICAN NURSERYMAN**" will not accept advertisements that do not represent reliable concerns.

**SUBSCRIPTIONS**—"AMERICAN NURSERYMAN" will be sent to any address in the United States for \$2.00 a year; to Canada or abroad for \$2.50 a year. Single copies of current volume, 20c; of previous volumes, 25c.

RALPH T. OLCOTT  
Editor, Manager

AMERICAN FRUITS PUBLISHING COMPANY INC.

39 State Street,  
Rochester, N. Y.

**WHAT THIS MAGAZINE STANDS FOR**—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

**INDEPENDENT AND FEARLESS**—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and is the only Nursery Trade publication which is not owned by nurserymen.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

## Classified Business Announcements In this Issue

AN INDEX OF CURRENT WANTS AND OFFERINGS IN THE NURSERY TRADE

Aiken, George D.....	Strawberry Plants .....	20	New Brunswick Nurseries... Roses .....	20
Allen, V. R.....	Dewberry Plants .....	23	Nursery For Sale..... At Westminster, Md.....	24
American Forestry Co.....	Young Stock .....	21	Northeastern Forestry Co... Evergreen Seedl'gs and Transp'ts. ....	20
American Landscape School.....	Landscape Course .....	23	Old Dominion Nurseries..... Standard Nursery Stock.....	2
Atlantic Nursery Co.....	Young Stock .....	20	Onarga Nursery Co..... Ornamental Nursery Stock.....	27
Audubon Nurseries.....	Ornamental Nursery Stock.....	23	Onarga Nursery Company... Lining Out Stock.....	20
Bernardin, E. P.....	General Nursery Stock.....	23	Osman, Fred D..... New Brunswick Roses.....	20
Bobbink & Atkins.....	Young Stock .....	20	Painesville Nurseries..... General Nursery Stock.....	1
Boyd Brothers.....	Forest Seedlings, Shrubs.....	20	Park Nursery..... Lining Out Stock.....	13
Burr & Company, C. R.....	Special Announcemnt .....	26	Parsons Wholesale Nurseries..... General Nursery Stock.....	23
Champion & Son, H. J.....	Apple, Peach, Etc.....	23	Peters, Charles M..... Grape Vines .....	20
Chase Company, Benjamin.....	Nursery Labels .....	19	Piedmont Forestry Co..... Evergreens .....	13
Clarke, W. B.....	Roses .....	26	Pitts Studios..... Quality Photographs .....	26
Cole Nursery Co.....	Shade Trees, Shrubs.....	25	Portland Wholesale N. Co... Ornamental Nursery Stock.....	25
Conard & Jones Company.....	Special Announcement .....	20	Princeton Nurseries..... Ornamental Nursery Stock.....	2
Cultra Brothers.....	Young Stock .....	27	Process Color Printing Co... Color Prints .....	23
Davis Nurseries, Franklin.....	General Nursery Stock.....	2	Radio Circuit Designs..... New Book .....	13
Detriche & Son, Chas.....	French Fruit Exporters.....	19	Reed, W. C. & Son..... Cherry, Pear, Apple, Peach.....	27
DIRECTORY.....	Growers of Young Stock.....	20-21	Rice Brothers Company..... General Nursery Stock.....	27
Dixon, F. W.....	Strawberry Plants .....	19	Rochester Lithographing Co... Colred Plates .....	19
Du Bois Press.....	Horticultural Printing .....	26	Rockfall Nurseries..... General Nursery Stock.....	23
Fairfield Nurseries.....	Grape Vines .....	20	Rosebank Nursery..... Lining Out Stock.....	20
Fleu, Jr., Conyers B.....	Tree Seeds .....	23	Rosenfield Peony Gardens . Select Varieties Peonies.....	23
Forest Nursery Co.....	Forest Seedlings, Shrubs.....	20	Royal Glass Works..... Greenhouse Glass .....	19
Franklin Forestry Co.....	Lining Out Stock.....	20	Sakata & Co., T..... Tree Seed .....	19
Garden Nurseries.....	Iris .....	25	Scarff & Son, W. N..... Small Fruit Plants.....	23
Gilson Manufacturing Co.....	Bolens Power Hoe.....	4	Schifferli Nurseries, F. E... Grape Vines, Currants, Gooseb's... ..	23
Good & Reese.....	Peonies .....	13	Scotch Grove Nursery..... Evergreens .....	23
Greening Nursery Co.....	Italian Seedlings .....	28	Sherman Nursery Co..... General Nursery Stock.....	20
Griffing Co., C. M.....	Fruit and Nut Trees, Roses.....	23	Skinner & Co., J. H..... Apple Seedlings, Trees.....	27
Hammonnt Hardy Plant N.....	Perennials .....	21	Smith Company, W. & T... General Nursery Stock.....	2
Hickory Seed Co.....	Peach Seed .....	23	Standard Cyclopedia of Horticulture .....	25
Hill Nursery Co., D.....	Evergreen Specialist .....	13	Standardized Plant Names... Nedw Book.....	25
Hill Nursery Co., D.....	Plate Book Evergreens.....	13	Stark Bros. N. & O. Co..... The Stark Tree Digger.....	4
Hill Nursery Co., D.....	Young Stock .....	20	Storrs & Harrison Co..... General Nursery Stock.....	1
Hobbs & Sons, C. M.....	Sugar and Norway Maples.....	2	Summit Nurseries..... Pecan Trees .....	23
Hogansville Nurseries.....	Peach Pits .....	23	United Litho & Ptg. Co... Plate Books, Catalogues.....	25
Hood & Company, W. T.....	General Nursery Stock.....	2	Valdesian Nurseries..... Magnolia Grandiflora .....	23
Hotaling, Wm.....	Cortland Apple .....	13	Vincennes Nurseries..... Cherry a Specialty.....	27
Howard-Hickory Co.....	Peach Pits .....	19	Wanted..... Ass't. Nursery Superintendent....	24
Howard Rose Co.....	Rose Bushes .....	23	Wanted..... Nursery Foreman .....	24
Hubbard Company, T. S.....	Grape Vines, Berry Plants.....	23	Wanted..... Salesman .....	24
Huntsville Wholesale Nurs.....	General Nursery Stock.....	28	Wanted..... Asst. Gen. Foreman, Rose Budder. ....	24
Ilgenfritz Sons Co., I. E.....	General Nursery Stock.....	2	Washington Nursery Co... General Nursery Stock.....	4
Independent Fruit Co.....	Grape Cuttings .....	25	Wathena Nurseries..... 2 Yr. Apple Fruit Trees.....	27
Jackson & Perkins Co.....	Ornamental Stock .....	26	Wayside Gardens Co..... Hardy Perennial Plants.....	28
Jones, J. F.....	Cherry Tree a Specialty.....	27	Westminster Nursery..... Privet .....	20
Kelsey, Harlan P.....	Carolina Hemlock .....	25	White Showers..... Watering Equipment .....	19
Kelway & Son.....	Flower Seeds, Perennials, Etc.....	25	Wilson & Company, C. E. . Barberry Seedlings .....	19
Laforge, A.....	Invention Dept.....	28		
Lindley Nursery Co., J. Van.....	Carolina Peach Pits.....	23		
Little Tree Farms.....	Evergreens .....	21		
Lord & Burnham.....	Greenhouses .....	3		
Lovett, Lester C.....	Privet and Berberis.....	28		
Monroe Nursery.....	Specimen Evergreens, Etc.....	2		
Mount Arbor Nurseries.....	Fruit Tree Stocks.....	19		
Naperville Nurseries.....	Young Stock .....	20		



# American Nurseryman

## The Chief Exponent of the American Nursery Trade

### National Journal of Commercial Horticulture

Entered September 1, 1916, at Rochester, N. Y. Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES.—BYRON

Vol. XL

ROCHESTER, N. Y., JULY, 1924

No. 1

## THE AMERICAN ASSOCIATION'S 49th ANNUAL

**T**HE forty-ninth annual convention of the American Association of Nurserymen was held under most favorable circumstances in a fine hall overlooking the Atlantic ocean, at the Ritz-Carlton hotel, Atlantic City, N. J., June 25-27. There was an attendance of 468, including 58 women who during the convention formed an auxiliary organization.

President Harlan P. Kelsey's annual address, a masterly presentation of practical topics demanding earnest consideration throughout the trade and a comprehensive program for the coming twelve months, held the attention of his audience closely. The subjects considered are of such importance that the address was printed in pamphlet form and distributed to the members present immediately after its delivery, so that it might be studied in detail as a guide to present and future action. The address in full is presented in this issue of the *American Nurseryman*.

The report of the secretary is given in another column. The treasurer's report showed receipts with balance on hand at the beginning of the fiscal year of \$43,896.97; expenditures \$26,029.79; balance on hand \$17,867.18. These reports were referred to an auditing committee, Messrs. Hilborn, Pilkington and Koster, and later were duly accepted.

In his report of the committee on distribution, Chairman McKay declared that the time to consider distribution is when planning the schedule of stock for foundation planting rather than when the growth is completed and ready for sale. No other thing in the Nursery business requires more consideration and wiser action. What will be the outlet when the goods are ready for market? Don't plant too much. The production of surplus is an economic waste. We should not forget this when we can easily procure foundation stock in quantity.

### CROWN GALL

Henry B. Chase, chairman of the committee to co-operate with entomologists, outlined the work done at the notable conference on crown gall last December in Cincinnati, full account of which has appeared in the columns of this journal. Besides Mr. Chase, George A. Marshall, E. P. Bernardin, Homer L. Reed and Louis Hillenmeyer were in attendance at that conference. As heretofore reported John Fraser succeeded early this year in obtaining a large portion of the amount \$4000 representing the individual Nurserymen's share of the cost of a special investigation by experts to determine a remedy for crown gall, the A. A. N. subscribing \$2,000 of the \$6,000 per year for two years needed. The balance of the \$4000 was provided at the Atlantic City convention—individual concerns subscribing a total of \$1000 and the A. A. N. making up the remainder, \$800, from the treasury.

"The thing that pleases me most," said

George C. Roeding, "is the fact of co-operation by Nurserymen with scientific men in these matters, instead of fighting them." Prof. O'Kane, of New Hampshire, was thanked in a resolution, for getting \$500 each from the states of Wisconsin and Minnesota toward this fund.

Chairman F. A. Wiggins presented the report of the committee on Nursery stock storage investigation. He said that points requiring special study in this very important matter of extending the present too short shipping seasons have to do in the case of common storage, with the standardizing of the character of the building, temperature results, etc.; packing material; moisture; ventilation. In the case of cold storage conditions required by various kinds of stock, etc. Mr. Wiggins hoped that some definite recommendations, upon consulting with Dr. Coville of the U. S. D. A. and an inspection of the Government's cold storage plant at Arlington, Va., may be made in time to apply them before winter season sets in.

### VIGILANCE COMMITTEE REPORT

Secretary Sizemore, chairman of the vigilance committee, reported that 37 cases had come up. All excepting four had been satisfactorily closed. He has found co-operation on the part of national and state inspectors to be fine. Action on complaints against the Charles E. Kirby Co., St. Joseph, Mo., is pending. An article in the Washington Herald, reviewing a U. S. D. A. bulletin emphasized the statement in the bulletin that "the best Nursery stock is obtained directly from a Nursery and not through tree agents." The committee took up the matter with the Department and obtained a promise to revise the statement to read, "Make sure that the agent is the proper representative of a reliable Nursery." Bradley Brothers, Alexander County Nurseries, Riverview Nurseries and Makanda Nurseries, various names under which a Makanda, Ill., concern is trading, are the subject of an unfavorable report. Rural New Yorker complaints against Fairview Nurseries, Geneva, N. Y., and Knight & Bostwick, Newark, N. Y., were settled.

President Kelsey: "The entire file of cases before the vigilance committee has been passed upon by the executive committee. The work has been unusual in that most of the cases have been settled. The vigilance committee is ably backing up the Nurserymen of the country who will not countenance other than honest methods. If a Nurseryman is not to blame when complaints are filed, he ought to be protected as much as the complainant. The name of a Nurseryman in this committee's file is not by any means evidence of wrong doing. He may be O. K. on investigation." The report was accepted with thanks.

### NOMENCLATURE

President Kelsey as chairman of the committee on nomenclature, directed attention to the book "Standardized Plant Names," 3000 copies of which have been sold. The cost of the book far exceeded the estimate. A new edition is about ready. J. Horace McFarland, who printed the book, has been carrying a burden of \$10,000. Other committee members are going to assume a part of this. If the time of the producers had been counted in, the price of the book would

have to be \$20. But the price is only \$5 for the library style and \$6.50 each for copy of the field or inter-leaved forms. "It is not a question of whether each of you will purchase this book; it is simply a question of when," said Mr. McFarland. Mr. Koster read a brief article from the New York Times, citing a statement that there are 14,000 varieties of roses and that probably if the tags were removed even experts could not name many of the varieties. "That situation has been recognized," said Mr. Koster. "If we use 'Standardized Plant Names' we will be guided to approved names. The Arnold Arboretum will use the book in its commercial transactions. You need several copies. Avoid the 'plant alias.'"

### MARKET DEVELOPMENT

The report of the committee on market development, Paul C. Lindley chairman, is in another column.

Mr. McFarland: "On a recent visit to Greensboro I was impressed by what Mr. Lindley has done in the way of practicing what he preaches. Greensboro has been made remarkably beautiful. The whole town and the Chamber of Commerce is willing to eat out of this bald-headed man's hand." The report was referred to the executive committee for action.

"My idea," said Mr. Lindley, "is that we should give the matter of publicity much thought—give the subject of plenty of time. We should get on a basis of three years' systematic work, laying out a definite schedule. Advertising is one thing. Publicity is another. The A. A. N. is not strong enough numerically to undertake effective advertising from an association point of view. What we can do and must do is to educate the Nursery trade to the importance of publicity and show Nurserymen the direct advantages of local advertising.

Mr. Roeding: "If you want the newspapers of the country to print your articles you must advertise in them. Then they will gladly print your matter. I know this from experience. Mr. Lindley has shown you how effective this is. The newspaper managers ask: 'What's this crowd doing in the way of spending money with us?' Nothing? Then forget them? Remember, it is not what you are doing individually; it is what the trade is doing. Thus our organization needs all the publicity it can get. You want to encourage the love of plants and trees. You can't put this over unless you pay for it."

### ARBITRATION

Chairman A. F. Lake, of the committee on arbitration said: "The Nurserymen are so good that we scarcely need such a committee. We've decided three cases. We have two pending, one left over and the other to be decided here. We have found the work easy and pleasant. We enjoy it very much."

### LEGISLATION AND PLANT PATENTS

Chairman J. Edward Moon, reporting for the committee on legislation, said that everytime he thought of a member who could aid in the committee's work he added him to the committee membership. As the members are widely located it was not practicable to hold a meeting; therefore his report was presented with the understanding that not all committee members had had opportunity to digest it. The report is given in another column.

President Kelsey: "The Association cannot compensate Mr. Moon for his work in keeping us in business the past year." Upon motion of J. R. Mayhew the Association



# OFFICERS OF AMERICAN ASSOCIATION RE-ELECTED



GEORGE A. MARSHALL, Arlington, Neb.  
Vice-President



HARLAN P. KELSEY, Salem, Mass.  
President



CHARLES SIZEMORE, Louisiana, Mo.  
Secretary-Treasurer

gave Mr. Moon a rising vote of thanks. The report was referred to the executive committee.

In regard to plant patents Chairman Moon presented a resolution, which was adopted, directing the president and the executive committee to place the subject in the hands of a special committee or a standing committee for further investigation.

## OUTLAWING BLACK CURRANT

Resolutions presented by Mr. Moon provided for outlawing by Nurserymen of the black currant on account of blister rust; for spreading knowledge of the danger of planting black currants; for inviting the F. H. B. to review the blister rust quarantine in view of the fact that conditions seem to have changed and there is more definite knowledge of the subject; for compensation for Nurserymen for stock destroyed or markets denied to arrest the progress of an insect pest or disease. George C. Perkins said that in New York state Nurserymen had been compensated for such loss.

Lloyd C. Stark presented a resolution, which was adopted, expressing the Association's opposition to increases in parcel post rates beyond actual necessities.

## PROVIDING RAW MATERIAL

Henry B. Chase reported on the work of the committee aiding the U. S. D. A. in providing a supply of raw material.

Dr. L. C. Corbett, U. S. Dept. Agr., outlined the work of the Department in connection with a committee of the A. A. N., in endeavoring to produce stocks which will behave underground as propagated trees behave above ground, to make it possible to grow varieties in localities where those varieties do not now grow, to find an apple tree stock resistant to crown gall, etc.

## UNIFORM SHIPPING TAG

Dr. Thomas J. Headlee, New Jersey state entomologist, outlined the work of a special committee in behalf of a uniform Federal shipping tag, a summary of which work has been published in these columns. Upon motion of William Pitkin, who said the association is under obligation to Dr. Headlee for his work on this very important subject, the association in view of the necessity for full consideration, referred the matter to a special committee to report at the next annual convention. Carried.

## MEMORIAL SERVICE

At the suggestion of Chairman J. R. Mayhew of the committee on resolutions a special hour at 9:30 on Friday morning was set apart for paying special respect to those who died since the last convention. President Kelsey asked Mr. Mayhew to preside at this service. George C. Roeding presented a resolution in behalf of the late J. W. Hill. C. C. Mayhew presented one on the death of Col. E. W. Kirkpatrick. These resolutions will be published later.

Messrs. Wiggins, West, Willis and Lindley were appointed a committee to "Say It With Flowers" to those members who are incapacitated.

## COST ACCOUNTING

An address on "Cost Finding," by C. Stuart Perkins, son of President George C. Perkins of Jackson & Perkins Co., Newark, N. Y., elicited special interest. Robert Pyle's motion that the address be referred to the executive committee for study of definite recommendations and a report on a plan for unified accounting was unanimously adopted.

## REPORT ON PRESIDENT'S ADDRESS

J. R. Mayhew's committee report on the president's address concurred in suggested amendments to the constitution of the A. A. N.; believed it unwise to make special provisions for longer term for presidency, since there is no prohibition against reelection of a president; indorsed in a general way the plans for publicity under such appropriation as seems wise; indorsed the proposal for legal advice for the legislative committee; commended and praised the work of the last year. Adopted.

Mr. Mayhew, speaking personally, said he read with a great deal of appreciation what President Kelsey had said about publicity—the biggest question before the association. He thought it was almost throwing money away to appropriate so small an amount as \$6000 for publicity. If in five years the florists could double the sales of flowers, he thought Nurserymen in a similar period could quadruple the sale of Nursery stock. He regretted that the A. A. N. had scrapped a splendid trade mark and turned its back on a publicity program worth while, but he believed the association was coming back, as he repeatedly had said it must and would, to a real market development plan. He regards \$100,000 as none to much for such work.

## PUBLICITY

Mr. Pyle asked what is available for publicity work the coming year, and was told that \$6000 to \$8000 is the amount.

M. R. Cashman: "I am much interested in the subject of publicity. I have been on the executive committee. We have had to spread a little over a large area. We ought to have at least \$75,000. At this time this is not practicable. Our membership is too small. Every member should endeavor to get into the association every Nurseryman worthy of the name. Eight per cent of the Nurserymen of the county cannot carry the burden on 100 per cent; they are not willing to. To get adequate funds we must have 800 to 1000 members."

Mr. Pyle: "As chairman of the publicity committee for some time, and as one whose concern has spent close to \$50,000 a year on publicity, I want to say that 500 members is a paltry number for a national association of Nurserymen in this country. The people are eager for our products. They need more information. Chautauqua circuits offer a good medium. The public education system of the U. S. is another. The American Rose Society is another; this is not being supported by Nurserymen

as it should be. It is a direct means for stimulating Nursery sales."

On motion of J. R. Mayhew resolutions commending heartily the work of Secretary Sizemore; his assistant Miss Margaret Carr; William F. Miller and his associates on the arrangements committee and chairman Albert F. Meehan of the program committee were passed.

## SUMMER PLANTING

President Kelsey strongly commended the address by Walter W. Hillenmeyer on "Methods for Summer Planting," for which there is no space in this issue. It is one of the most practical and valuable subjects for Nurserymen's consideration. It will be presented in a later issue.

E. S. Weed presented a detailed report on standardization, showing a great amount of study and an earnest endeavor to provide a working plan for all sections.

## ELECTION OF OFFICERS

The report of the regional representatives on the subject of officers and place of meeting was presented by Fred D. Osman, Henry B. Chase being the temporary chairman and J. R. Mayhew the permanent chairman of the meeting of representatives. The report recommended:

President—Harlan P. Kelsey, Massachusetts.

Vice-President—George A. Marshall, Nebraska.

Secretary-Treasurer—Charles Sizemore, Missouri.

Executive Committee members for two years—William Flemer, Jr., M. R. Cashman. Place of 1925 meeting—Rochester, N. Y.

The report was adopted unanimously as to the officers and nearly so as to place of meeting, there being a few votes for Chicago.

M. R. Cashman expressed much satisfaction over the fact that a precedent for a single term for the presidency had been broken.

Early in the afternoon of the third day the convention adjourned.

## Convention Sidelights

George C. Roeding, indorsing the suggestions of C. Stuart Perkins address on cost accounting, remarked that Nurserymen if they would follow out Mr. Perkins' suggestions would probably find that the industry is paying a quarter of a million dollars too much in income taxes.

A proposition that the association take over the planting around a model house exhibition on the Million Dollar Pier in Atlantic City which is visited by 20,000 people annually was found impracticable upon investigation by a committee headed by Mr. Wohler. The model house has no foundation.

The accounting firm of Ernst & Ernst will be represented at the mid-winter meeting of the executive committee when special

(Continued on page 14)



# A MASTERLY REVIEW OF THE NURSERY INDUSTRY

**Comprehensive Outline of Work Done and To Be Accomplished in the Near Future—  
Great Range of Important Activities of the National Organization Is Shown—  
Value of Membership in the A. A. N. Graphically Presented—Opportunity for  
Every Member Greatly To Aid and Greatly To Benefit by Active Co-operation in  
This Busy Program.**

President Harlan P. Kelsey's Annual Address Before the American Association of Nurserymen,  
Atlantic City Convention, June 25, 1924

The American Association of Nurserymen, Incorporated, is the official organization of the Nursery industry of America. Its functions are to bring together for their common good the plant growers and sellers of this country, and to promote their mutual welfare in every legitimate way. This implies also fair and diligent attention to the welfare of the great American public who in rapidly increasing numbers, consume our products and without whom we could not do business. A mere statement or perfunctory recognition of these functions and duties of this Association are by no means enough however.

Forty-nine years ago, this Association was founded by leaders in the industry who realized the tremendous good that comes through intelligent organized co-operation between business men whose life work is dedicated to the same or similar pursuits. Every other leading industry is also similarly organized, experience having demonstrated that such organization is absolutely essential to success under the increasingly complex conditions of modern business life.

## HAZARDS OF THE BUSINESS

The Nurseryman is apt to think his lot a peculiarly hard one—what with State Tags, and Government Tags, local quarantines and Federal quarantines, exorbitant freight rates and trebled express charges, early frosts and late frosts, rotting floods and shrivelling drouths, short shipping seasons and long expensive maintenance periods, eating bugs and boring beetles, voracious moths and sucking scales, entomologists and phytopathologists, fungi and nematodes, hairy-root and nary-root, blister rust and risk of "bust", crown-gall and official gall—to mention but a few of the special "providences" of the Nurseryman—surely it might seem that his business is beset by hazards and sorrows beyond that of any other industry.

To the Nurseryman who may happen to be a fundamentalist, there should be great consolation in that passage in Scripture which says, "whom the Lord loveth, he chasteneth"—yet after all may it not so be that we know of our burdens and know not of the other fellow's which perchance may be even more galling than ours? In any event however, the Nurseryman must fight his own fight and grin when he can. No one else is going to do either for us.

## ACTIVITIES INCREASING

The greatest of the above enumerated troubles—the man-made ones—were not experienced by those pioneer Nurserymen 49 years ago, nor by their successors even a dozen years ago, and so today, with the same natural afflictions and rapidly accumulating man-made disabilities, we need increasingly closer co-operation, better organization, for more sinews of war, and above all personal devoted service of the individual members of our association.

## CO-OPERATION

Few members, I am sure, realize the tremendous labor and time involved in carrying on the affairs of this Association, if it is done efficiently and effectively, and the work is increasing yearly. Your officers and committees are doing this service freely and gladly for the good of all. Is it not incumbent on each member to not only be ready to serve his turn when called upon, but to individually work and boost for the good of his Association 365 days in the year and to loyally back up both financially and morally those to whom he has entrusted the Association's affairs?

## DUTY OF MEMBERS

If the American Association of Nurserymen is to serve its members well, each member must realize that something is required far beyond merely attending the annual convention and then going back home

and spending the rest of the year sucking his individual lollipop or stick of peppermint.

It is not proper nor necessary for me to go too far into the details of your various Committees' activities—you will hear from each Chairman in turn, and you will be made aware of very faithful stewardship. I shall only try quickly to pass in review a few of the most striking achievements of the year of interest to us Nurserymen, and make some suggestions for the future based on an active year's experience as your President.

## PLANT FASHIONS CHANGING

From the reports that have reached me, I conclude it has been an unusually good year in the Nursery business, at least the ornamental line, and the outlook for the coming year is bright. In the ornamentals, the past few seasons have seen a curious reversal in the type of plant material called for. Speaking for the Nurseries in the Eastern section, perhaps seventy to eighty per cent of the demand this year, at least in billing value, was for conifers and broadleaved evergreens, whereas a few years ago the figures were just the opposite, in favor of deciduous shrubs. It is a wise and successful Nurseryman who can correctly foresee a few years in advance what the fashion in plant materials will be. By skillful advertising and specializing, almost anything can be sold, yet the greatest success probably can only come by utilizing as fully as may be this curious human characteristic or custom called fashion, which nowadays applies to plants quite as much, or more, than it does to plants. It may well be worth our while to try and discover if this Association might not be able to help direct plant fashions into worth while and profitable directions. This thought has fascinating possibilities.

## EXECUTIVE COMMITTEE

To the Executive Committee, which is the only part of our organization which automatically holds over, is entrusted the general affairs of the association during the year. Three meetings were held during the year; one immediately after adjournment of the last annual convention in Chicago; again the usual midwinter meeting in Kansas City, January 24th, 1924; and the last just previous to this convention.

The sum of \$2,000.00 was appropriated towards a fund of \$6,000.00 for a scientific co-operative investigation of Crown Gall on a two-year program. This action was taken to make effective the extraordinarily fine service of your "Special Committee to meet Entomologists at the Cincinnati 1923 Convention," Henry B. Chase, Chairman, and George A. Marshall. Mr. Marshall is also Chairman of the committee on Co-operation with other organizations. This piece of work is probably the most far-reaching and significant co-operative effort recently in the Horticultural field ever undertaken by Nurserymen if we except our co-operation with the American Joint Committee on Nomenclature. The "Crown Gall Resolution" printed and distributed by the American Association of Nurserymen is a record of the above historic meeting.

A direct result of the Cincinnati meeting, and perhaps its greatest accomplishment, is the mutual respect and confidence engendered between Entomologist, Pathologist, and Nurseryman, and this was largely brought about through the fine diplomacy and ability displayed by our committee, headed by Henry Chase.

Honest John Fraser accepted Chairmanship of a special Committee to solicit individual two-year subscriptions from Nurserymen to complete the fund, and he has had great success, though this year's quota was finally completed only by the states of Iowa and Wisconsin each contributing \$500.00. The State contributions will not

be available next year and Nurserymen, particularly those interested in fruit stock, should now come forward and pledge the full amount necessary to complete next year's fund. This fund is expended under the direction of the Crop Protection Institute which is organized under the auspices of the National Research Council. Professor W. C. O'Kane of New Hampshire, is Chairman of the Board of Governors of the Institute, and it was through his direct and earnest efforts that the two State appropriations were secured thus making it possible to start at once, and not lose a year's time. Let us hope for tangible results from this co-operative investigation, both directly and as an incentive for continued research work by this Association.

We should rightly be judged ingrates, did we not adequately express our obligations to the above-named men, Messrs. Chase, Marshall, O'Kane, and Fraser, for putting across this great Nursery co-operative research program, and it will be worse if we do not back up the work to completion. Let us try it out fairly and fully, and see if it pays.

The Executive Committee also voted to recommend to the succeeding Executive Committee that two thousand dollars be appropriated as our next year's quota of this joint \$6,000.00 annual fund.

## STATE AND REGIONAL AFFILIATION

Last year the By-laws were amended so that State and Regional Associations might become members of the American Association of Nurserymen by paying nominal dues of \$10.00; these Associations to appoint official delegates to attend the national conventions and act in the capacity of a nominatory committee, both for officers and place of meeting. I believe the functions of delegates should be enlarged and carefully defined so that greater co-operation will result between our National Association and the more local Nursery organizations. I recommend that they be given the specific designations "State" and "Regional" Vice-Presidents and that the existing offices of State Vice-Presidents be abolished.

## AMEND CONSTITUTION AND BY-LAWS

The American Association of Nurserymen has become a far more important and active business body than it was but a few years since and represents very much larger business interests. The Constitution and By-Laws we are working under have served very well in the past, but should again be revised in some respects. I recommend that the duty of preparing a new draft be placed with the Executive Committee, to report at next year's annual Convention.

Another important change should be the election of your President for a term of two years. This is not a new proposition, for several preceding Presidents have strongly urged this, and it seems incredible that such action has not been taken long ago by this Association, where the advantages are so plainly evident. Committee work is increasingly serious and vital and similarly in most cases the chairman of Committees should be appointed for two or even three years. An administration might thus function over a long enough period to really accomplish something and carry out a fixed policy. Our annual election upset compelling almost complete reorganization is one of the weakest features of this Association.

## MARKET DEVELOPMENT AND PUBLICITY

We should pay marked attention to this Committee's report and recommendations. For several years past we have been learning something about publicity and have had unstinted service from this committee with increasingly good results. Yet our Market Development problem is unsolved, and

this I feel is largely due to the timid, hesitant, and niggardly publicity policy this Association has pursued up to the present.

#### MANY PUBLICITY OPPORTUNITIES

There are a hundred publicity leads we might profitably follow: for instance, we should take a much more active and helpful interest in Forestry, and in National and State Parks as well as in public affairs generally, not forgetting our local ones; first, because it is good citizenship and good fun, and second, because it pays. If a general policy of planting all the waste land in America were adopted, we Nurserymen would have more trade than we could handle the next few years. The need is for Nurserymen to put themselves on the map and let the world know we're here and alive and of the world, rather than merely of our own little ant hill, and let us remember that mere wishing doesn't make a Brobdingnag out of a Lillipution, nor does the mere swelling of his chest make an elephant out of a toad.

#### PUNY PUBLICITY APPROPRIATIONS

It is not my place here to suggest any definite market development program even if I were capable of so doing, which I am not. But when a National organization of nearly 500 leaders of an industry, representing far over a hundred million dollars investment, flatters itself it is carrying on a real publicity campaign on a meagre \$6,000.00 or \$8,000.00 annual appropriation—why we are simply demonstrating that we are a bunch of baby ostriches with our foolish heads stuck deep in the sands of credibility and kidding ourselves beautifully—but no one else. Just think of responsible business firms contributing approximately but a puny \$15.00 apiece for a national advertising program! And some of us think even that is too much! Do you realize that the small sum of but \$100.00 each would give us a fund of \$50,000? Ye Gods, what pikers we are!

#### OTHERS ADVERTISING US

Yet we are being advertised in spite of ourselves by the increasing number of circulation of splendid wide-awake horticultural publications, by Garden Clubs springing up all over the country, National Tree Planting Associations, Nature Clubs, National Tree Planting days, Flower Shows and Exhibits, Arboretums and Botanical Gardens, Forestry Associations, Park and Conservation movements—surely if we had to depend on our own efforts, if we are to judge from the past, our case would be hopeless indeed.

#### DISTINCTION SLOGAN NEEDED

Again, we need a good Association slogan or trade mark. We had one that was very good and that meant something, and just as it began to operate fairly well we got cold feet and threw it into the discard! The several general slogans we are using are useful, but carry no direct or implied guarantee of quality or service. Are we not good and thoughtful little boys Rollo, not to get our feet damp, for then we might catch a bad little cold!

The question is will we Nurserymen ever wake up from our stupor or will we keep right on Rip Van Winkeling?

#### LEGISLATION

This I believe is the most important subject the Nurseryman and horticulturist has to deal with at the present time. The past year is notable for the orgy of enacted or proposed State and Federal restrictive legislation and departmental decrees and rulings directed against Nurserymen and other horticultural professions, tending to clog interstate commerce and adding enormously to the cost and hazard of the Nurseryman's business. Arbitrary powers have been given or are assumed, often illegally, by local or national authorities, and as if the legislative mill could not grind fast enough, departmental decrees and regulations are showered on us, in effect carrying all the weight and authority of enacted statute. When the American public wakes up to the true facts that the net results are not more horticultural safety but more office-holders and increased costs of products the legislative eruption may subside.

#### QUARANTINES AND THEIR EFFECTS

May I quote from a review of the Nursery industry I recently made for the 1923 Florists Annual?

"The quarantines and rulings of the

Federal Horticultural Board have had a profound effect on the Nursery industry in America. Instituted to prevent the introduction and spread of insect pests and noxious plant diseases, the Board's almost arbitrary power has been extended quite beyond the original intent of the legislative act creating it, and it now serves practically the purpose of a protective tariff for plant material.

"Yet, however hurtful to American horticulture as a whole this may eventually prove to be, it has certainly temporarily boosted the American Nursery industry very materially; yet this aspect of the Board's activities can hardly go on indefinitely without a sharp challenge from those who (no doubt rightly) believe that quarantines and protective tariff are not synonymous. Protective tariff means less competition for the Nurseryman and higher prices, yet it must be remembered that the American public eventually pays for this increase in cost. The consumer also in the end pays for all unnecessary or needless restrictions imposed on the industry, whether by the Federal Horticultural Board, or by the several States.

#### MAN vs. NATURE

"In time, Nature always establishes an equilibrium between host and parasite; between subject and disease. Nature should be aided by science, but when a pest becomes reasonably innocuous, there is little justification for continuing large public expense for combating it or in maintaining needless restraints on trade."

#### DON'T KICK AT NOMINAL DUES

Thus our Legislative Committee, under the Chairmanship of J. Edward Moon, has had a most strenuous year. When you are inclined to kick at the merely nominal dues you pay to enjoy membership in this association, let me tell you that you ought to be compelled to pay in cold cash the value Mr. Moon has been to you individually, in helping to prevent drastic and unnecessary legislation, in securing modifications of regulations and in making it possible for you to continue business profitably, or even at all.

#### ARE WE PIKERS?

Are we pikers or are we not? We are; or at least it sometimes looks as though we are. Mr. Moon has done this free service for you at great personal sacrifice of time and labor and cost to his firm, and has been ably supported by members of this committee.

#### LEGAL ADVICE

Mr. M. Q. McDonald, Attorney at Washington, has watched National legislation affecting Nurserymen, and has attended hearings before the Federal Horticultural Board representing the Legislative Committee and also your president. His charges have been merely nominal, while his services have been invaluable. We should be represented in Washington at all times and I recommend that the Legislative Committee be given ample funds to care for the legislative interests of this Association, and to pay fairly for service rendered.

#### LEGISLATIVE RECOMMENDATIONS

Mr. Moon on behalf of the committee, or perhaps in some instances individually, will no doubt have important recommendations to make. Some of us may agree, and others disagree with such conclusions and program; but in any event, may I hope that hasty criticism and the presentation of undigested alternatives will be avoided.

May I offer a word of caution? Our legislative affairs, as before stated, are of vital importance, perhaps more so now than ever before. The subject is highly controversial and the adoption or rejection of any specific policy is fraught with serious consequence for good or ill to the Nurseryman, and to horticulture at large. Whether we should favor any sort of Federal universal control of all interstate shipments or remain as at present, with mixed Federal and State control, is not easily settled, for there are excellent arguments on both sides. A negative policy may be quite as dangerous as an active and definite one.

The Legislative Committee has sat on the job during the whole year and has been in closest contact with Federal and State boards and with legislative activities; we do not have to accept our committee's

conclusions, but in any event let us consider their report sympathetically and if possible, limit our discussions on the floor to broad policies rather than to the details of carrying out those policies; otherwise, may we not fail to accomplish anything of real moment and lose ourselves in the bog of unessentials? It is wisely the right and duty of the Association members in annual convention to determine these broad policies, and it is equally the duty of your officers and committees to execute those policies to the best of their abilities.

#### STANDARDIZED LEGISLATION AND ADMINISTRATION

Unquestionably more uniform state legislation and a more just, sane, and legal interpretation of the police power by State officials as regards quarantines, embargos, and other restrictive measures, is desirable and really imperative. In any event Nursery activities, just as all other industrial activities, probably will continue to be supervised, more or less, by governmental agencies; these agencies are made up of humans much like ourselves, and with ideals no doubt quite as high as our own; let us co-operate where and when we can, and when we must fight, either legislative or executive, let it be vigorous and fair.

#### COMPENSATORY LEGISLATION

May it not be wise to try and secure State and Federal laws providing for compensation where Nursery stock is condemned or destroyed by officials? Why should the Nurseryman bear such loss when the farmer in similar circumstances is compensated? Such measures might tend towards arousing the public to consider whether oftentimes the cure is not more injurious and costly than the disease.

#### THE APRIL FEDERAL AND STATE CONFERENCE

The results of the conference between State and Federal officials held at Washington, April 28th to 30th, 1924, was of the utmost significance.

The recommendations of this Plant Quarantine Conference have been promulgated, and clearly show the apparent sincere desire of the Federal and State officials in the future to be guided by the rule of reason and with greater consideration of the rights of all parties concerned. I will quote a single paragraph:

"Recognizing that Plant Quarantines are often the only feasible means of preventing the entry or controlling the spread of diseases and insect pests, it is nevertheless obvious that such quarantine should be established only when the economic benefit to a region, State or country clearly outweighs the inconvenience, expense and loss that such quarantine may occasion."

#### BOTANICAL GARDENS AND ARBORETUMS

Here is another instance we have neglected rare opportunities in not adequately supporting existing institutions, and in but lamely or not at all working for new ones. They are the source of invaluable new plant material, of testing for hardiness and, above all, they are training the public to be lovers of horticultural things and users of the material we have to sell. I think you will be enthusiastic after hearing from the live chairman of this Committee, Mr. Pyle, and ready to really do something active in support of his suggestions. These institutions are expensive to maintain, and the good they do is often limited by inadequate funds.

#### THE ARNOLD ARBORETUM

The Arnold Arboretum, perhaps the largest and most important institution of its kind in America, has introduced some of our finest ornamentals, with hundreds of others equally as good or better, only awaiting the sluggish Nurseryman to avail himself of them. I recommend that we appropriate \$1,000.00 to the Arnold Arboretum as a slight recognition of what the American Nurseryman owes this institution, and this might well be an annual appropriation. Adequate acknowledgment should also be made to other similar institutions which are spreading the gospel of higher horticulture such as the Brooklyn and New York Botanical Gardens, Highland Park Arboretum, Rochester, New York, Shaw Botanical Gardens at Saint Louis and the new Morton Arboretum at Chicago.

#### COMMITTEE ON CO-OPERATION

I have mentioned the fine co-operation already in operation with State and Regional



## CONTINUATION OF PRESIDENT KELSEY'S ADDRESS

Nursery Associations and which should be worked out more fully; and the splendid co-operation in Crown Gall research. Chairman Marshall has been at work and will report for this Committee. The field for profitable co-operation has hardly been touched. We should affiliate with the U. S. Chamber of Commerce, the largest co-operative business organization in America and have Nursery interests represented in that body by a National Counsellor. President Stark made this same recommendation in 1923. Well, why haven't we acted?

### PLANT REGISTRATION OR PATENT

Then there is the question of the protection and support for originators of new plants through registration or otherwise. Mr. Moon is Chairman of a Committee on this most important subject, but he says it's my pet creature, and that I should say something about it.

David Fairchild, U. S. Agricultural Explorer, who is more than anyone else the real father of this movement in the U. S., wrote me last December 22nd. "I am just going South, but I can't go without saying that I am a firm believer in the plan as outlined to organize a horticultural council and get the backing of all the outside interests as well as the professional horticulturists, and then go ahead and reform the patent act to cover the situation so far as we can at the outset, the first step being the registration of plants."

A conference on this matter was held in Washington, November fifth, 1923, at which were present Messrs. Koster, Moon, Stark and Kelsey, and Doctors Taylor, Ball, Corbett, Fairchild and Coville, of the Department of Agriculture. It was agreed that proper plant registration, which in effect would be plant Patent, would revolutionize Horticulture and Agriculture, for with such protection thousands of our best minds would turn to producing new fruits, flowers, grains, and other plant products.

For example, think of the value to humanity of a new wheat that would produce two or three more bushels per acre than our present varieties. Surely the inventor of such a new wheat should be as fully protected as the inventor of Eskimo Pie. Dr. Van Fleet died a poor man, yet he produced some of our most beautiful horticultural products. The inventor of the patented tip for shoestrings became a millionaire, and similar examples could be named by hundreds. Think what such protection would mean to every Nurseryman!

### CANADA IS DOING IT

Canada has just such a National Horticultural Organization called the Canadian Horticultural Council, and is successfully registering Plant Material which carries exclusive ownership, and they are expecting later to secure legislation that will have all the full effect of patent. In the meantime, they are operating with much success to protect the property rights of introducers of new plant products. Let me quote a telegram I received last week from their Secretary, Mr. L. F. Burrow.

"Registration does not work as Plant Patent from legal sense, but having support of the Dominion Department of Agriculture and our eighty-five thousand membership made up of Nurserymen, florists, fruit growers, and amateur horticulturists, who form the large percentage of purchasers of horticultural products, registration, we expect, will be effective. It provides unquestionable evidence as to priority of ownership in cases where legal action is found necessary. Forty-six applications received and being dealt with."

### NATIONAL HORTICULTURE COUNCIL

Here again wide co-operation is necessary and a National Horticultural Council or Horticultural Chamber of Commerce, to include all Horticultural interests, is proposed and would be necessary to put across this all-important matter. Is it worth while? Will you authorize your Executive Committee to take action?

### STORAGE

One of the most important needs of the Nurseryman is to lengthen the shipping season by better storage methods, and it is hoped the Committee, appointed to investigate this matter, will be able to report sub-

stantial progress. This is well worth any necessary expenditure for scientific research resulting in detailed conclusive reports.

### STANDARDIZATION

We have adopted a code of Horticultural Standards as well as Standardized Plant Names, and it will do more than many laws to stop unfair business practices and stimulate business if all members will loyally adhere to both. Standardized trade practice is the ground work of proper trade ethics. Nurserymen who through carelessness or design fail to adhere to uniform business practices and standards that the association adopts, are making trouble for themselves and others, and are making it easier for the crook to cover up his tracks with plausible excuses.

Those who give a trade discount to others than those in the trade with intent to steal customers, are not far removed from the bribe-giver or taker. The theft of names for horticultural varieties which has been quite a common practice is perhaps almost as vicious or really hurts horticulture more than he who buys Nursery stock without intending to pay for it. For in the first case, the public is injured; in the second, the principals only.

### CODE OF ETHICS NOT AMUSING

A Nurseryman's code of ethics is laughed at by many Nurserymen, yet the greatest commercial body in America, the United States Chamber of Commerce, has just adopted one. This fact might give pause to those of our members whose risibles are so easily excited.

### BRIBERY

In State and Nation, we are badly over-legislated, yet we should work for a law or modification of existing laws in every state to make it possible to convict the bribe-giver and taker. May I read you a letter received last May? "Dear Mr. Kelsey:—I went up to your Nurseries some days ago and bought quite a number of your Carolina Hemlocks. No doubt you remember me when I was in business at —, but I sold out and took a place here and I want to introduce the Carolina here. No one around here seems to have it, but I hope it will stand good here. I was sorry I did not see you there to talk to you. Of course I am not in the trade any more commercially, but I would appreciate anything coming to Gardeners or large estates like this, being as I was in the trade and bought of you before. Thanking you in advance, I am, Yours truly."

It has been repeatedly shown that every industry has many solicitors who "would appreciate anything such coming."

### UNFAIR COMPETITION

Exaggerated or untrue descriptions in catalogs or advertisements are nothing but dishonest and unfair business competition—the most injurious and hardest kind of competition for the honest Nurseryman to meet. It is right here that Mr. McKay's Committee on Distribution fits in, and should co-operate with the Standardization Committee. It is distinctly the duty of this Association through its Vigilance Committee to stick fast and hard on the trail of these and other types of business morons, and either kill or cure. The Commercial Standards Council with headquarters in New York, is made up of the leading large groups of business organizations in America, and its object is to combat these evils. We are members and should remain so and do our share.

### MEMBERSHIP COMMITTEE NEEDED

I believe we should have a permanent Membership Committee. Our "Broadcasters," the Market Development Committee and our ever-alert Secretary have all done good work with the result that our membership is now 498, and increase for the year of 93. This is fine but it is quite possible to have 1,000 or more members, with all the prestige and powers that numbers bring. Organized Committee work could undoubtedly accomplish this.

### COMMITTEE ON TRADE RELATIONS

May I suggest that the Committee on Relations with Landscape Architects be hereafter called Committee on Trade Relations? The scope of their activities should include a wider field.

This Committee has been very active, or

at least its chairman has, and his report is another shining example of what intelligent and earnest co-operation can really accomplish.

### SECRETARY SIZEMORE COULD DO WORSE

It is no light or easy job to be your President for even a year, and it involves many personal and business sacrifices. If you are to get anything like the best service a President can, and should render, the time has come to provide him with a competent paid assistant. On the other side for me has been the great pleasure of working with a competent and progressive Executive Committee and with a group of Chairmen of other Committees who have not spared themselves to give you service.

But perhaps the crowning joy of this fairly strenuous job has been my relations with our only paid officer, Secretary Sizemore. Whatever we pay him, he is not overpaid. His services far outrun his remuneration, and to him directly we must attribute largely the increasing success of this Association. He is as punctual as my new Telechron office clock in his duties, and is the best collector of a bad debt I have ever known. His detailed reports will confirm all I have said and more. No President will have too hard a term if Sizemore is there to support him.

### OUR SEMI-CENTENNIAL

A year hence marks the semi-centennial of the founding of this Association. It is an event to be celebrated in a fitting and adequate manner and I therefore recommend that the incoming officers and Executive Committee be authorized and instructed to arrange for a suitable celebration as may be found proper and feasible and that sufficient funds be appropriated for such purpose.

### RESOLUTIONS COMMITTEE

Our death toll this year has been heavy. I have asked Mr. J. R. Mayhew to serve as Chairman of the Resolutions Committee, and he will bring you a suitable report at the proper time. Yet I cannot pass this announcement by without making special reference to our time-honored and beloved Treasurer, J. W. Hill, whose sudden death but a few days ago is so keenly felt by every member. We have not lost him, for his kindly personality and his friendliness and helpfulness to individuals and officially to our Association were so marked that our memory of him will ever be a most happy one. Under the By-Laws it became my duty to appoint his successor and Mr. Earl D. Needham consented to act for the unexpired term.

### STANDARDIZED PLANT NAMES

The publication of Standardized Plant Names has cost over \$15,000.00 in printers' bills alone, an amount far in excess of any advance estimate. The Nomenclature Committee will give a detailed report and I trust this Association will join in helping reduce the remaining liability, a burden borne by a few members of the Joint Committee.

### PROGRAM AND ARRANGEMENTS

The Committees on Program and Arrangements co-operating with the Executive Committee have provided you with one of the best Convention programs we have ever had. Knowing the special appeal of the sad salty waves and the board-walk to our landlocked members, a single session a day for our meetings was decided upon. In return for the unstinted time and devoted labor of Messrs. Miller and Meehan and their committees in your behalf, will you not show your thanks by helping carry out all arrangements according to schedule?

During these business sessions, forget for a time that order for Peegee Hydrangeas and join your fellow members in the convention hall. Your bigger business welfare is at stake as well as that of your fellow members. Lobby-loafers never helped the American Association of Nurserymen any more than ambulance-chasers have helped the legal and medical professions.

In closing may I again ask that you give the succeeding administration your heartiest support and confidence? May I repeat that it must have your hearty and active help and sustained co-operation if it is to give you in return the service you may then, and only then, rightly expect of it?

Harlan P. Kelsey, President.



## Revision of Federal Quarantine Area

A revision of the Federal quarantine area in New England on account of the gipsy moth and brown-tail moth, effective July 1, is announced by the Federal Horticultural Board of the United States Department of Agriculture. This revision is an annual matter to bring under control the additional areas reached by these pests during the last season and to incorporate such changes as are deemed necessary in restriction on movement of possible carrying products. The spread of the gipsy moth in Northwestern and Western Vermont makes it necessary to include, in what is designated as the lightly infested area, all of the remaining portion of that state. The quarantine line already extends to the western border of Massachusetts. In Western and Southern Connecticut it is necessary to include some additional towns in the lightly infested area. The only change in the brown-tail moth area is the inclusion of the towns on Mount Desert Island, Maine.

The changes made in the restrictions on the interstate movement of possible carrying products from the quarantined areas in New England are the incorporation of certain additional requirements relating to inspection and certification of Nursery stock, and the restriction of the interstate movement of Christmas trees and greens to such products originating in the areas designated as lightly infested. These additional requirements were agreed upon at a conference conducted in Boston last August, attended by officials of a good many states including those of New England, and by the Nursery and other interests in the New England States concerned in the quarantine, somewhat added to and modified by supplemental conferences held in Washington.

As the main feature in the future effort to prevent the further spread westward of the gipsy moth, it has been determined to establish and maintain a barrier zone some 25 miles in width along the present western border of spread, i. e., between New England and New York. Within and beyond this zone an effort will be made to thoroughly clean up and eradicate any sporadic infestations or colonies. This plan resulted from an interstate conference which was held in Albany, November 16, 1922. Such control plan is now deemed feasible inasmuch as in the westward movement of this pest it has now reached a region where the natural barriers and the character of the country give reasonable hope of keeping such zone free from permanent infestation. The few points of infestation which were found last season in New York just beyond the New England border have been thoroughly cleaned up and it is believed eradicated, and for that reason the quarantine will not be extended at this time to the State of New York. The urgency for the adoption of the barrier zone plan at this time is that should the gipsy moth get beyond this border strip into the Adirondack and Catskill regions of New York, its control in these districts would be extremely difficult, if not impossible, and its more or less rapid spread westward could probably not be prevented.

### New Equipment at Woodlawn, Va.

Woodlawn, Va., June 18—Evergreens and shrubs in good demand at wholesale and fruit trees fair demand at retail, and prospects for fall better than usual.

We have installed irrigation lines to take care of our propagating beds and will erect packing house this summer. We will also erect propagating house early this fall. Supply of stock is not as large as it was last year and we look for ornamentals and evergreens to advance in price. There are several large estates which will be beautified this fall and next spring in this section.

Our landscape department landscaped Woodlawn High School and Washington Mills grounds this spring and there will be several residence beautified this fall in this section. E. W. JONES NURSERY CO.

Dr. H. L. Walster has been appointed dean of the school of agriculture, North Dakota Agricultural College, Bismarck, N. D., succeeding Prof. C. B. Waldron who will be free to devote all his time to the horticultural and tree propagation department.

## New Landscape Department

The urgent demand upon the University of Pennsylvania has led the trustees to establish a department in landscape architecture, to be opened in September 1924, with an educational standard, teaching personnel and equipment which will place it at full level with the course in architecture.

The new course is framed on the conception that landscape architecture is a fine art and it will comprise a range of studies, both technical and cultural, deemed necessary to a thorough preparation for the general practice of this art, while the organization of the course is such that ultimately will permit the development of instruction in city planning.

As an earnest of the aims and standards of the work the trustees have placed it under the direction of Robert Wheelwright, landscape architect and member of the American Society of Landscape Architects. A graduate of Harvard University (A. B., 1906 and Master of Landscape Architecture, 1908), Professor Wheelwright has achieved success as a practitioner in this field, both in New York and Philadelphia while, as member of the American Society of Landscape Architects, he was one of the founders and for ten years an editor of its official organ, Landscape Architecture.

The course in landscape architecture requires five years for completion. Advanced standing may be secured through credit, granted for equivalent work done elsewhere. The course is open to both men and women. Requirements for admission will be announced shortly but it can be said that they will not differ essentially from requirements for admission to the Department of architecture.

## At Wichita, Kansas

It will pay any person planning to landscape his grounds to visit The Beacon's home to look over the variety of trees and shrubs which will be planted there by the Wichita Nurseries and Seed House, says the Wichita, Kan., Beacon.

This company was chosen to do the landscape work because it is the oldest concern of its kind in this section. Through long experience, W. F. Schell, president of the company, has learned what things do well in Wichita's climate. Wichita is in the transition zone between the North and South. A short day's ride north on the train takes one into the land of trees and shrubs and annual plants which thrive well even through severe winters.

A similar drive south takes us into a region where severe winters kill, but long summers do not affect. Wichita requires plants of its own. Certain varieties of evergreens, for example, will thrive on the Nebraska line and certain others will grow well in Oklahoma. In Wichita certain evergreens grow but others grow only with the greatest of care. Mr. Schell, through long experience and observation, knows just what will grow here to the best advantage.

Mr. Schell's son, Albert L. Schell, is a landscape architect of ability. He laid out the grounds for the Pullman Company in Chicago.

## Illinois Nurserymen's Mid-Summer Meeting

The Illinois State Nurserymen's Association will hold a mid-summer meeting at Urbana, Ill., July 31st. An interesting program has been prepared and a trip through the horticultural buildings at Urbana, as well as a visit to Senator Dunlap's large commercial orchards are a few of the interesting things that will be included in this program. In addition to the Illinois Nurserymen, all Nurserymen are also cordially invited to attend this meeting, says Secretary N. E. Averill.

In the belief of W. & T. Smith Co., Geneva, N. Y., Nurserymen are over-producing, though this season stock for the most part has been pretty well cleaned up.

**AMERICAN NURSERYMAN should be regularly on your desk. A business aid. Bristling with exclusive trade news. Absolutely independent. NOT OWNED BY NURSERYMEN.**

## Michigan Nurserymen Act

The following Associated Press despatch appeared in the Pontiac, Mich., Press-Gazette:

### State Will Open Nursery At Mason

Lansing, Mich., April 1—The state conservation department plans to start a Nursery at the state game farm at Mason to raise ornamental trees, it was announced today. Permission has been granted by the conservation commission.

It is the plan of Director John Baird to furnish trees for lawn ornamentation and similar uses, gratis. The state is now supplying trees of the common evergreen varieties to hundreds of applicants. Requests are coming in at the rate of about 100 a day, and about 60 per cent of them are for pine. No ornamental trees are available at this time.

The American Nurseryman directed the attention of Secretary C. A. Krill of the Michigan Association of Nurserymen to this announcement. Secretary Krill promptly replied:

I have taken this matter up with President Manahan of our state Association and we have written to Governor Groesbeck and John Baird, director of the State Department of Conservation, asking the governor to oppose this proposition and requesting Mr. Baird to abandon the idea for the following reasons:

First—The establishing of such a Nursery and the giving away of products of said Nursery will add a large sum to the taxes now being paid by taxpayers of our state.

Second—There is a huge sum, over \$10,000,000 invested in the Nursery industry by members of this association and other Michigan Nurserymen and we do not believe it to be fair business for any Department of the State of Michigan to go into the business of propagating trees with the idea of giving their products away or selling them at cost or less than cost.

At the present time there are over 300 Nursery firms in Michigan who pay an annual license to the State of Michigan for the privilege of conducting a Nursery business. These 300 firms have the above mentioned amount of money invested in their business, they are paying their proportion of taxes to the state of Michigan, and to have any Department of our State take up the propagation, sale and distribution of our products without charge is certainly unfair.

After we hear from the Governor and Mr. Baird I shall be pleased to advise you of their attitude in the matter and I assure you that the Nurseries in the State of Michigan deem this matter of sufficient importance to fight it with all their might and should it appear that help from outside of the State is needed we will feel free to request your co-operation.

Thanking you for bringing the matter to my attention.

C. A. Krill, Sec'y.

## Range of 52 Greenhouses

From four greenhouses in 1907 to 52 greenhouses, covering seven acres is the record of the Rosery Flower Company, a company of national repute, known in the trade from coast to coast. In all Canada there is only one plant larger than the local concern, that being in Toronto, where also, there are two other plants of equal size to that of the Medicine Hat company.—Medicine Hat, Alta, News.

## More Than Half By Individuals

More than 8,500,000 new trees were distributed throughout New York state from the conservation commission's Nurseries the recent spring. This sets a record, the number of trees apportioned during the recent season, exceeding that of the corresponding period last year, by a million and upward.

Of the total of tree-orders received, more than half come from farmers and other real estate owners and home occupants. This is a highly significant fact. It proves that the reforestation movement is making a powerful appeal to the individual citizen.

Harry L. Hunt and Harry J. Gaines have established the Concordia, Kan., Greenhouse Nursery.

# AMERICAN NURSERYMAN



## CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

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Drafts on New York, or postal orders, instead of checks, are requested.

ROCHESTER, N. Y., July, 1924

## FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammelled lines.

"The dean of Nursery Trade Journalism."—John Watson.

## IMPORTANCE OF THE TRADE PRESS

In a recent address to men connected with the press, President Coolidge said:

"Whatever has to do with the collection and transmission of information to the public is of the highest importance. It is gratifying to know that this great service to America is in the hands of men of ability and patriotism.

"There is a universal desire to serve the public in this capacity, not only interestingly, but candidly and helpfully. The fundamental institutions of our government scarcely ever fail to receive cordial support. The moral standards of society are strengthened and the intellectual vigor of the nation is increased and quickened by your constant efforts.

"The press is also an important factor in the commercial and industrial development of our country. It carries an amount of scientific information which stimulates both the production and consumption of all kinds of commodities.

"This service is always on the constructive side of affairs, encouraging men to think better, to do better and to live better. Reaching through it all, there is every assurance that today is better than yesterday, that tomorrow will be a better day than today, and that faith is justified."

## THE MID-MONTH ISSUE

### American Nursery Trade Bulletin

Affords in connection with the "American Nurseryman" an exceptional semi-monthly trade publicity service for Nurserymen. Rate: \$2.50 per inch; forms close 10th. Advertisements in "American Nurseryman" are reproduced in the "American Nursery Trade Bulletin." Subscription, \$1.

"Standardized Plant Names," by Olmsted, Coville and Kelsey, is the standard in this line.

## THE 1924 ANNUAL

There have been red-letter meetings in the history of the American Association of Nurserymen—meetings in which radical steps were taken and long strides made in advancing the welfare of the American Nursery Industry. The 1924 convention reflected the healthy condition of organized trade activities and marked a series of highly important practical developments, the origin of most of which dates back to previous conventions. The national association has struck a steady stride; business-like progress was made in Atlantic City in the many phases of modern Nursery trade practice, new lines were developed and definite progress was made in matters which have engaged the attention of Nurserymen for some time.

Last month's convention illustrated strikingly the value of team work in committees. The able staff of officers throughout the last fiscal year has been supported in marked degree by working committees—a condition which insures definite results. The formal program was made up mostly of committee reports which separately and in the aggregate show the value of year-around effort as compared with former conditions when most of the progress of a year was made during the three days of convention time. This puts the A. A. N. in the class of real business organizations. The results for good to the industry are incalculable.

This constructive work clearly indicates the value to every Nurseryman in the country of the national organization. Strange that only 8 per cent of the Nurserymen in the United States and Canada are members of the American Association. With such opportunity for greatly increasing the Nursery business individually and generally, it would seem that the membership ere now would have been close to 1000 at least. A gain in membership of 100 and a total now of 500 was reported by the secretary.

An attendance of 468, including 58 women, attested the attractiveness of Atlantic City. The entertainment features of the convention stood out prominently. A special vote of thanks was extended to Chairman William F. Miller and his associates of the arrangements committee who worked hard for weeks before and during the meeting to meet the wants and anticipate the desires of the members and their ladies. The excursion to Bridgeton and Shiloh on the day before the convention will never be forgotten. In all its features it eclipsed anything of its kind in the history of the Association. Expression of appreciation was made repeatedly individually and later in a formal way on the floor of the convention. It was felt that it was not possible to express fully the enjoyment of the occasion provided by Mr. Seabrook and his associates, by Mr. Koster and by the firm of Jackson & Perkins Company.

Attendance at the annual conventions of the American Association is increasingly valuable. Members may well plan attendance as being of the greatest value to them of any event in the course of a year, because of its representative character and the benefits derived from the formal sessions and the informal conferences.

The association is to be congratulated in retaining in office those who led it through the strenuous work of the last fiscal year.

The 1925 convention will mark the Fiftieth Anniversary of the association. Appropriately it will be held in Rochester, N. Y., the first Nursery Center of the country. The event ought to attract the largest attendance in the history of the organization.

## A SLOGAN HARD TO BEAT



THIS is the slogan which Nurserymen in various parts of the country, members of the American Association of Nurserymen, take pleasure in using. Columns of argument and volumes of expression are condensed into this simple, attractive and effective device which has been used more widely than any slogan proposed by the Association. It is used effectively in advertising for retail trade. It embodies admirably the Association's Code of Ethics.

## BUSINESS A GREAT PROFESSION

At Antioch College, Yellow Springs, O., business is looked upon as one of the great professions. Following is the Business Code of the college:

Sound business is service which benefits all the parties concerned. To take profit without contributing to essential welfare, to take exclusive profit; to cater to ignorance, credulity or human frailty; to debase taste or standards for profit; to use methods not inspired by good will and fair dealing; this is dishonor. Whenever I make or sell a product or render a business service, it must be my best possible contribution to human well-being.

Antioch combines in six years a liberal college education, vocational training and apprenticeship to practical life. The management says:

On the whole, it is the men who are in business who determine the moral standards of business. Persons of fine ideals who go into business and fail, do not greatly advance business morality, but rather seem to prove that morals and business do not mix. For supplying our material needs, we depend upon manufacturers and merchants who can keep solvent.

Admitting a very great number of exceptions, employers in America on the whole have won their positions because of superior intelligence and managing ability, and employees are such because they are economically most productive when working under direction. Even with industrial democracy, the directors and the directed will continue to take their respective places. Employees should find in employers the leadership they need.

If we can develop an honest desire to work out sound business principles, and an honest effort to put them into practice, worth-while results will follow. Repeatedly men are torn between the desire to live by the finest ideals and the necessity for meeting practical issues in a practical manner. He is an educated man who, through experiencing this stress, has learned to harmonize such conflicting demands.

The subject of college courses for Nursery training has been given attention by the American Association to the extent of maintaining a standing committee thereon, reports being made at annual conventions. In connection with the courses—present and prospective—in agricultural colleges, the opportunities afforded at Antioch College, in a town where Carr's Nurseries afford part time practice, are worthy of consideration by men who have the Nursery trade in mind as a vocation.

## For Perry Stock

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BLEEDING HEARTS  
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## Obituary

### J. W. Hill

J. W. Hill, one of the most prominent Nurserymen in the country, died June 12th in California, after an illness of some time. In his teens Mr. Hill was connected with the Lone Star Nursery Co., in Texas. For the first 24 years of his life he resided in the South, having been born in the late 60s in North Carolina. Since 1891 he has been a resident of Des Moines, Ia. At the time of his death and for many years before he was the president of the Des Moines Nursery Co. He first attended a convention of the American Association of Nurserymen in Chicago in 1886. He early took an active part in the activities of the organization and in 1906 was elected president. Upon the death in 1918 of Peter Youngers, Geneva, Neb., the treasurer, Mr. Hill became treasurer. He was active in local affairs other than Nursery interests, in banking, manufacturing and insurance. He served as president of the Des Moines Chamber of Commerce, the Y. M. C. A., and the Iowa Manufacturers Association.

Upon learning of the death of Mr. Hill, President Harlan P. Kelsey, of the A. A. N., wired to Earl D. Needham, vice-president Des Moines Nursery Co.: "Deepest sympathy both personal and in behalf of American Association to family and associates. The Nursery trade has lost one of its greatest friends and the Association its oldest and most valued officer."

President Kelsey appointed Mr. Needham treasurer of the A. A. N. to fill out the unexpired term.

### Reuben D. Luetchford

The death of Reuben D. Luetchford, Rochester, N. Y., at the age of 60 years, occurred June 2nd, in Highland Hospital. He was born and educated in Rochester.



J. W. HILL

Married Laura Stockdale, of Ottawa, Canada, and when a young man entered the Nursery business. Mr. Luetchford spent some time in Havana, Cuba, where he introduced innovations, one of which was the construction of a public playground. He planned and laid out a system of three adjoining suburbs there. He was a member of Rochester Lodge, F. & A. M. He is survived by his widow, one daughter, and two sisters.

### William Pfaender, Jr.

William Pfaender, Jr., secy-treas. Pioneer Nursery Co., New Ulm, Minn., died

recently, aged 71 years. He was an experimenter of note and originated the Minnesota wild white grape and the blight-resistant Mendel pear.

Joshua Jenkins, Nurseryman, died at his home in Salem, O., recently, aged 81 years. He was the author of a book, "Art of Propagation," and was one of the organizers of the American Grape Growers Assn.

The Alabama Nurserymen's Association's annual meeting was held May 30th in Huntsville, re-electing Henry B. Chase, of Chase, president, R. L. Scott, Citronelle, vice-president, and Dr. F. T. Nye, Irvington, secretary. The Nursery business in Alabama was shown to be in a flourishing condition. A joint session was held with the State Board of Agriculture at which rates and regulations for shipping were discussed.

The 22nd annual convention of the Pacific Coast Association of Nurserymen will be held in Yakima, Wash., July 15-17 at the Commercial hotel. Secretary C. A. Tonnerson has arranged a practical program.

Conventions and associations are getting to be a very important phase in business life. With the march of progress, new ideas and methods come into existence and our business is no exception. Concerted and co-operative movements have overshadowed the influence of individuals. This is an era of organization. Nurserymen must band together if they expect to influence legislation, parcel post or transportation rates, etc.—Walter W. Hillenmeyer.

Fred'k W. Kelsey, pres. F. W. Kelsey Nursery Co., New York City, sailed with Mrs. Kelsey on the S. S. America, June 16, for a three months' trip to Paris, points in Switzerland and adjacent mountain sections.



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BEST OF ALL!

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NO. 2—HILL'S EVERGREEN PLATE BOOK, NO. 2. 50 Four-color process prints, made from photographs. There are 25 Evergreen views with descriptions, the other 25 views consist of leading varieties of Shrubs and Roses. Size 5x9 inches. Price \$3.75 each. Price, with leather cover, \$4.50 each.

Box 402

THE D. HILL NURSERY CO., Inc.

Dundee, Illinois





AMERICAN ASSOCIATION OF NURSERYMEN MEMBERS AND LADIES ON

### The A. A. N. Convention

(Continued from page 7)

consideration will be given to a unified plan for cost accounting. Upon motion of Mr. Pyle the executive committee was authorized to act in the matter before the convention of next June.

A. M. Augustine invited all present to attend the summer meeting of the Illinois Nurserymen's Association at Urbana, Ill., July 30th.

All Nurserymen were invited to attend the meeting of the Southern Nurserymen's Association at Greensboro, N. C., September 3-4. A member said: "We will treat you well and often."

A number of A. A. N. members extended their trips to points in the East. W. C. Reed, Vincennes, Ind., and Henry B. Chase, Chase, Ala., went to New York after the convention to make reservations for a six months' trip around the world, December to June next. George F. Verhalen, Scottsville, Tex., visited Baltimore, Md., and Syracuse, Rochester and other Western New York points.

Harry Hobbs was injured slightly in a 100-yard dash on the beach, and F. A. Wiggins was indisposed on the last day of the convention.

Several Nurserymen who reached Atlantic City too late to go on the Tuesday excursion to Seabrook Farms and Jackson & Perkins Nurseries at Shiloh, visited those places the day after the convention.

The Plant Propagators Association re-elected its officers and made plans for increasing the membership. A. M. Augustine reported much difficulty in procuring reliable seeds.

The round table luncheons daily proved to be popular and enjoyable. May it not be that here is a valuable substitute for the less popular annual banquet at convention time?

Rotarians among the Nurserymen occupied seats at one table at the first round table luncheon. President Kelsey, being a lively Kiwanis man, endeavored to induce the Rotarians to sing, as do Kiwanians when they eat, but Mr. Moon and the others were bashful. Thereupon Adolf Muller stepped to the front and proposed that all sing "Adeline." But only William F. Muller knew the words. He bravely sang the first verse as Adolf retired in disappointment. The next day our Norristown friend made good by leading the grill room occupants successfully through the song.

Lectures by E. H. Wilson, of the Arnold Arboretum on "Flowers of South Africa" and "New Varieties of Trees and Plants" were fine features of the program. They gave pleasant variety to the series of long business sessions.

E. J. Cattell is probably the most lovable man in the City of Brotherly Love. He is

the city statistician of Philadelphia, but that certainly does not describe his occupation fully. Above all things he is the sunshine maker of the U. S. He fares often far from Philadelphia and wherever he speaks he has a most appreciative audience bent upon every word he utters. Humor and pathos characterize his helpful addresses. At the first round table luncheon when he spoke his audience was alternately convulsed in laughter and silent in tears. No report of one of his addresses would be adequate for his personality cannot be reproduced. He is kept busy after an address shaking hands and receiving individual plaudits. If you are ever within reaching distance of an announced address, don't miss it.

### The Special Excursion

In the way of entertainment for Nurserymen at a convention nothing has ever eclipsed the excursion provided on the day before the Atlantic City convention last month. More than three hundred members and ladies were the guests of President Seabrook and his associates of the great Seabrook Farms at Bridgeton, N. J.; P. M. Koster of the Koster Nurseries at Bridgeton, and Jackson & Perkins Company, Newark, N. Y., and Shiloh, N. J. Every moment was one of pleasure, from 10:30 a. m. when the special train left Atlantic City, until 8 p. m. when it deposited the guests near the Boardwalk.

A whole day of delightful experiences.

At noon the party disembarked directly opposite the Nursery of Koster & Co., which specializes in broad-leaved evergreens, box, roses and lilacs. Automobiles were provided for an inspection of the Nursery, lasting an hour. The party then went on an automobile trip around the Seabrook Farms and Orchards (3500 acres) marveling at the wonderful system which is producing there on a broad scale a great variety of farm and orchard crops by methods which apparently are the last word in efficiency. Later the party went by automobile to the Shiloh Nurseries of Jackson & Perkins where another model Nursery was inspected. Great interest was manifested in the excellent methods there employed and frequent comment was made on the effectiveness of the Jackson & Perkins plan.

Entertainment en route was of the highest order. The excellent dining service of the railroad company which provided two dining cars, was enjoyed to the utmost both going and coming, a combined breakfast and luncheon being served on the outward trip and dinner on the return trip. At the Seabrook Farms the party spent an enjoyable half hour around tables overflowing with freshly picked strawberries with sugar and iced bottles of milk from the nearby dairy. There were liquid refreshments aboard the train, too. Photographs were taken in groups and in quartettes, both at Bridgeton and Shiloh. Tabulated figures of acreages and varieties and illustrated circulars were provided, so that all might view intelligently and profitably, though many questions were asked and answered.

The occasion was pronounced the greatest of the kind, and on the morning after, in formal session, the party extended an enthusiastic vote of thanks to the hosts.

### Ladies Auxiliary

The Ladies Auxiliary of the American Association of Nurserymen was revived by the ladies attending the Atlantic City convention. At a meeting of the ladies present June 25th these officers were elected: President, Mrs. B. F. Barr, Lancaster, Pa.; secretary, Mrs. James A. Kelly, Dansville, N. Y.; treasurer, Mrs. E. M. Jenkins, Winona, O. A balance of about sixty dollars was turned over by Mrs. T. B. West, Perry, O., who was treasurer of the former organization. The association will meet annually at the time of the A. A. N. conventions.

Following is the present membership:

Mrs. A. M. Augustine, Normal, Ill.  
Mrs. D. B. Belden, Fredonia, N. Y.  
Mrs. L. C. Bobbink, Rutherford, N. J.  
Mrs. B. F. Barr, Lancaster, Pa.  
Mrs. Bert Baker, Hoosick Falls, N. Y.  
Mrs. H. G. Bangler, Aspers, Pa.  
Mrs. W. B. Cole, Painesville, O.  
Mrs. Frank Custer, Normal, Ill.  
Miss E. B. Drake, Winchester, Tenn.  
Mrs. M. R. Cashman, Owatonna, Minn.  
Miss D. Bobbink, Rutherford, N. J.  
Mrs. W. T. Cralle, Baltimore, Md.  
Mrs. Walter DeBaun, Wyckoff, N. J.  
Mrs. H. W. Enders, Clayton, Mo.  
Mrs. A. DeWilde, Shiloh, N. J.  
Mrs. J. B. Fleming, Williamsport, Md.  
Mrs. Wm. H. Gibbs, Bloomington, Ill.  
Mrs. W. S. Hallman, Cloma, Mich.  
Mrs. David S. Herr, Lancaster, Pa.  
Mrs. Ernest Hemming, Easton, Md.  
Mary Hemming, Easton, Md.  
Mr. O. Joe Howard, Hickory, N. C.  
Mrs. J. B. Harris, Richmond, Va.  
Mrs. Russell Harmon, Stroudsburg, Pa.  
Mrs. O. A. Hobbs, Indianapolis, Ind.  
Mrs. W. E. Hamilton, Springfield, O.  
Frances Howard, Hickory, N. C.  
Miss Katherine V. Ilgenfritz, Monroe, Mich.  
Mrs. E. M. Jenkins, Winona, O.  
Mrs. James A. Kelly, Dansville, N. Y.  
Mrs. William F. Kelly, Dansville, N. Y.  
Mrs. Arthur C. Krill, Kalamazoo, Mich.  
Mrs. P. M. Koster, Bridgeton, N. J.  
Mrs. Lester C. Lovett, Little Silver, N. J.  
Mrs. Frank S. LeBar, Stroudsburg, Pa.  
Mrs. J. Marseille, Wyckoff, N. J.  
Mrs. Luther B. McDonald, Vincennes, Ind.  
Mrs. E. K. Mooney, Maderia, Ohio.  
Rose Muller, Norristown, Pa.  
Mrs. Ralph T. Olcott, Rochester, N. Y.  
Mrs. Russell W. Owen, Normal, Ill.  
Mrs. A. R. Pickett, Clyde, Ohio.  
Mrs. Milton E. Roesch, Fredonia, N. Y.  
Mrs. A. S. Riley, Pardeeville, Wis.  
Mrs. B. Irving Rouse, Rochester, N. Y.  
Mrs. Howard Scarff, New Carlisle, O.  
Mrs. F. E. Schifferli, Fredonia, N. Y.  
Mrs. Charles Sizemore, Louisiana, Mo.  
Mrs. Henry C. Smith, Manchester, Conn.  
Mrs. M. E. Treat, Salem, O.  
Mrs. Chas. L. Thomas, King of Prussia, Pa.  
Mrs. Ed. W. Thomas, King of Prussia, Pa.  
Mrs. E. R. Taylor, Topeka, Kan.  
Mrs. C. W. Vredenburg, Rochester, N. Y.  
Mrs. C. E. Wilson, Manchester, Conn.  
Mrs. Chester B. Worley, York Springs, Pa.  
Mrs. A. E. Wohlert, Narberth, Pa.

Last year the Nursery inspection service of the Pa. Bureau of Plant Industry inspected thirty-two shipments from Europe, containing 980,000 plants.



ON EN TO BRIDGETON AND SHILOH, N. J., JUNE 24, 1924

### For Postal Rate Increases

Congressman Kelley who introduced the congressional bill for postal salary increases which was vetoed by the President says:

When Congress reconvenes the bill may be passed over the veto, or it may be re-introduced with revenue provisions as an amendment. At any rate, I am confident that, by the first of the year, the postal employees will get their pay raises, and that postal rates will be increased sufficiently to take care of the expense. The Post Office Department has promised its determination of costs within the next three or four months, and by December we will know the classes of mail, which, on a basis of cost, can be made to bear the expense of paying the postal employees an adequate wage.

Announcement is made of the marriage of Robert S. George, son of Edward B. George, superintendent of the Storrs & Harrison Co., Painesville, Ohio, on June 14 at Urbana, Ill., to Miss Vivian Alberta Sharp of that city. Mr. George is a landscape architect, receiving his early training at the University of Illinois.

Alvin E. Nelson and family, Glenview, Ill., are on an extensive tour of Europe.

Chace Nursery Co., Chase, Ala., has declared a stock dividend and increased its capital stock from \$35,000 to \$210,000.

Many Nurserymen are adding greenhouses to their equipment.

M. L. Farris and L. E. Richardson have established the Cookeville, Tenn., Nursery.

Francis Foster, of the Wagner Park Nursery, Sidney, O., has been landscaping the grounds of the Salem, O., College.

J. D. Durler, Tampa, and S. F. Floyd, Sarasota, have established a Nursery for ornamental stock near Sarasota, Fla.

Glen McKay conducts the Alhambra, Cal., Nursery, oldest in the town, established in 1893.

Arkansas reports prospect of the biggest peach crop in several years, 3000 to 3300 carloads. Georgia talks 11,500 carloads.

Smith Brothers Nursery Co., Concord, Ga., report active interest in wholesale demand for fruit trees, peach growers especially planning extensions.

Fruit crop prospects in New York appeared to be about average for apples on June 1st and better than usual for peaches and pears, according to the crop report of the New York State Department of Farms and Markets and the United States Department of Agriculture.

Andrew Elder, first vice-president of the Lord & Burnham Co., greenhouse builders of Irvington-on-Hudson, N. Y., and New York City, died May 31, at his home in Irvington, aged 71 years. Mr. Elder had been associated with the company for 50 years.

### A Dutch Nursery in America

The branch Nursery of Jackson & Perkins Co., near Bridgeton, N. J., which was visited by the members of the A. A. N. on the day before the Atlantic City convention, was established in 1920. This was started chiefly for the purpose of producing boxwoods, azaleas, rhododendrons, and certain other specialties which Jackson & Perkins had previously been importing from Holland and which Quarantine 37 made it impossible to import any longer, according to an announcement in a recent booklet by J. & P. Co., which continues:

"The selection of location was made after



GEORGE C. PERKINS, President  
Jackson & Perkins Company

very careful investigation. Both the Messrs. Perkins traveled over the Atlantic coastal plain country from the southern line of New Jersey to the northern boundary of New Jersey, most of the journey being made by automobile and with frequent stops for soil inspection and investigation of climatic conditions. In Southwestern New Jersey was found strong, fertile land that was sufficiently free from lime for the successful growing of azaleas, rhododendrons, and other ericaceous plants. Climatic conditions were very favorable also, the proximity of both Delaware Bay and the ocean serving to moderate and equalize the temperature to a marked degree. Jackson & Perkins Co. now own 180 acres near Bridgeton, and although it is less than three years since operations were started there is already in use a very complete equipment of greenhouses, coldframes, water-supply, and about 20 acres irrigated by the Skinner overhead system. Limited quantities of azaleas and rhododendrons will be ready to market next year, and for the past two years the place has been turning off substantial quantities of standard roses, low-budded roses, Hortensis varieties of hydrangeas, and some of the finer conifers. The Bridgeton place is in charge of R. deWilde, a Hollander from that Dutch center of the Nursery business, Boskoop. Mr.

deWilde has been very successfully transplanted to American soil, and has so promptly taken root in the new location that he is already well Americanized and "Perkinized."

### High Value for Nurserymen

Chairman Joseph J. Lane, of the membership committee of the American Rose Society has issued this announcement which is of special interest to every Nurseryman, the American Rose Annual being of great value to all in the trade:

The American Rose Society Membership Drive reports 3219 members up to June 7th. This exceeds by about 400 the membership on the same date last year and 700 the same date in 1922.

The final count of membership in the year 1923 at the end of the year was 3364. It is expected that the goal of 4000 members for 1924 will be reached successfully.

A greater interest in the campaign of the Society was anticipated from trade. Dues for annual membership are \$3.00, payable in advance for the calendar year. A copy of the American Rose Annual 1924 edition, will be sent to all members joining now. This is a cloth-bound book of 200 pages, beautifully illustrated. It is a comprehensive and up-to-date volume of authoritative information for rose-lovers, including a collected expression of the Nation's best rosarians, both amateur and professional. The Annual volumes form an official American rose library. There is no duplication.

Membership in this Society entitles you to a copy of Standardized Rose Names also, an official list of all roses in American Commerce, with synonyms and classes; and a copy of the 1924 Members' Handbook, giving names and addresses of the members, arranged both alphabetically and geographically, through which one may reach his fellow members.

The year 1924 marks the twenty-fifth anniversary of the society. Organized in 1899, it has grown constantly until today it is the largest single flower society in America. It should have the support of everyone who is interested in promoting horticulture in this country, as it brings one in contact with the keenest group of amateurs and professionals interested in the queen of flowers.

The Secretary is Mr. Robert Pyle of West Grove, Pa.

### Business Slow in Idaho

Caldwell, Idaho, June 21—Sales of fruit trees in Idaho the past season have been very slow on account of poor orchard returns last year and while sale of ornamentals has been fair it, too, has been very limited. Idaho has been pretty hard hit with the low price of farm produce and the continued drouth of the present season, but we all have confidence that it will be one of the first states to pick up when times revive since irrigation makes good crops almost a dead certainty and so much more can be grown to the acre than elsewhere. Farmers are nursing pent-up desires for Nursery stock and the time is coming when it will go over big.

CALDWELL NURSERIES  
Chas. T. Hawkes, Mgr.



## REPORT OF THE LEGISLATION COMMITTEE A. A. N.

By J. Edward Moon, Chairman

This committee, J. Edward Moon chairman, reviewed the discussion raised by the query of the Federal Horticultural Board last year as to whether rose stocks sufficient for Nurserymen's needs could be produced in America and cited the fact that Nurserymen of the Pacific Coast and Gulf States say such stocks can be supplied, while Mid-western and Eastern Nurserymen think there should be further proof that they can; also that two years' notice at least should be given when exclusion of foreign-grown rose stocks is proposed.

### PLANT PATENTS

During the winter there was held in the office of Dr. Taylor, chief of the Bureau of Plant Industry, a conference over the subject of Plant Patents. A special committee of Nurserymen were called to this conference that, in addition to the writer, consisted of President Kelsey, Mr. Koster and Paul Stark.

It seems that plants are not barred from the Patent Act or Laws excepting by the impossibility of filing blue-print and specifications of the new plant. This filing is fundamental to the Patent Law. That such protection of a patent or copyright would be a stimulus to our industry and result in increased dissemination of many articles, seems to be without doubt. To this end the general public would be the gainer, and protection in dissemination ought to be accorded the originator of a new plant. To the conference it seemed necessary, in view of the fact that a blue-print and specifications could not be filed, that there should be some agency under Federal authority for the registration and testing of new plants as a requisite to protection under a patent right. This agency does not now exist, and it is just possible that one of the things that this association of Nurserymen may wish to do is to take steps to see that such a place of registration is established under a proper enabling act of Congress, that ultimately the originator of a new plant would have the protection and financial benefit that accrue from his patient diligence, intelligence and labor just as does the owner of a patent right now have advantages in the fields of mechanical and engineering science.

### FRUIT STOCKS

Soon after New Year's, Nurserymen everywhere grew alarmed over the fact that their fruit stocks were being detained at Ports of entry, because they were coming in with soil about the roots, and could not enter under ruling of the Federal Horticultural Board, unless they had been "freed of soil." For several days it looked as if thousands of cases would either have to be condemned or deported. The Chairman of your Committee quickly secured a Conference with the Federal Horticultural Board, and sent an S. O. S. call to Charles Perkins, Louis Bobbink, Paul Stark and James Clark to assist him at the Hearing. The result of our Conference is known to those who imported stocks. It was contained in a bulletin that this Committee sent out under date of February 2nd.

### PINE LEAF BLISTER RUST

Pine Leaf Blister Rust Quarantines continue to restrict the movement of five-needle pines, currants and gooseberries to the extent that financial loss is suffered by many Nurserymen, in the loss of trade formerly enjoyed on these articles. The circumstances that prompted the original regulations controlling this pest have changed. There is now a greater knowledge of the pest. It is definitely known that if currants and gooseberries are kept at a greater distance than 900 feet from a five-needle pine that the rust will not spread as the spores do not travel over a greater distance than this to the alternate host. When the regulations were made the blister rust was known only to Eastern localities. Now the most alarming possibilities of destruction are among the valuable timber pines of Washington and Oregon.

Your chairman from his acquaintance with Officials of the Department of Agriculture is rather definitely convinced that we can



J. EDWARD MOON, Morrisville, Pa.  
Preparing This Report

obtain some relief through modifications of these quarantines, if we are willing as an industry to co-operate in the control and destruction of the pest. This co-operation means:

- 1—That Nurserymen must volunteer not to deal in black currant bushes of any kind. To treat these as "out-lawed" in commerce.
- 2—We must submit to not shipping any five-needle pines from areas infested with blister rust until they have been certified.
- 3—Such strong opposition would doubtless be encountered if we attempted to have moved the present more or less arbitrary quarantine line that stretches from north to south across certain Mid-western states. A large section of our membership will not take kindly to the possibility of leaving this line, but the Western Plant Quarantine Board is so zealous in its protection of the states represented that the whole program of modification may be thwarted, unless we accept this arbitrary boundary across which currants, gooseberries and pines shall not pass.
- 4—Red currants and gooseberries can, if we accept the provisions mentioned, then doubtless move freely when completely defoliated, except across the forbidden boundary. As a further condition of their movement it may be necessary to have them inspected in the field in summer and then certified, if free from the rust.
- 5—Nurserymen's efforts to educate the public concerning this rust would be much appreciated by the Department of Agriculture. We, of course, can do a great deal toward such education, if the catalogues of the Nursery Industry are used to distribute small leaflets of information. Persons buying currants, gooseberries and pines can be told of the dangers in planting these articles nearer than 900 feet to each other. Such an effort to give a knowledge of this pest to the public would elicit commendation from the Department.

### JAPANESE BEETLE

Several conferences in Washington, at Philadelphia and elsewhere have been held during the year on account of this beetle. An idea of how effective have been the control measures and the Nurserymen's co-operation is gained from the knowledge that with the quantities of Nursery stock shipped out of the infested area annually this pest is not yet known to have escaped the unhappy place of his residence in the vicinity of Philadelphia.

### WHY NOT COMPENSATION

Nurserymen have been prevented from shipping varieties of *Berberis vulgaris* that they grew in good faith, because there is danger that this plant will spread the wheat rust. Again we have been commanded not to ship blocks of pine trees for fear of spreading the blister rust. Blocks of azaleas, peonies, and other plants have been tied up in the vicinity of Philadelphia because they might spread the Japanese beetle. Through no fault of our own these losses are brought upon us.

Why is it that most every appropriation to the Bureau of Animal Industry, for the control of live stock diseases, carries provisions for compensation when animals are destroyed, and every similar appropriation to the Bureau of Plant Industry includes the words "that no part of this appropriation shall be used to pay the cost or value of trees or other property injured or destroyed?"

With the assistance of our attorney, Mr. MacDonald, a suggested bill has been prepared that is attached to and forms part of this report. It is our hope that during the coming winter state and sectional associations will take hold of this idea, modify the plan to meet the requirements of separate states, and seek to get such a measure through the legislature of some of the states the coming winter. Others would follow later.

There are manifold difficulties in the passage of such a law, but those of you who will take time to read the tentative act prepared, and published herewith, will find that many of the objections that first occur to you are met satisfactorily. We urge further efforts along this line as part of a constructive program of legislation; as opposed to one of opposition, that we have too often maintained.

### A REPRESENTATIVE AT WASHINGTON

Legislative committees, or at least the chairman of such committees, feel the necessity of having someone with legal training to whom they may appeal for advice and counsel; also that there shall be someone familiar enough with the operation of the Government at Washington to quickly secure information concerning bills or regulatory pronouncements that affect our industry. To find one person capable of performing both services was our aspiration. This seemed impossible until President Kelsey suggested Morton Q. MacDonald. Members of the legislative and tariff committee were consulted about retaining this gentleman's services. Many did not approve, but your chairman was physically unable to digest the Congressional Record and the volumes that came through from Congress daily. This Association wanted knowledge of what



# THE SECRETARY AND TRAFFIC MANAGER'S REPORT

By Charles Sizemore, Louisiana, Mo.

## SECRETARY AND TRAFFIC MANAGER'S REPORT

### Express Complaint

In January our formal complaint against the Express Company for the restoration of the second-class rating on Nursery stock was heard by Special Examiner in Chicago. The Secretary with Commerce Attorney and several representatives from the Nursery interests were present and gave testimony as to why this rate should be restored. After the hearing had adjourned and in conversation with the Examiner, we were of the opinion that he was going to recommend to the Commission that the Nurserymen's plea that second-class rating be granted on all shipments five hundred pounds and less and first-class rating on shipments over five hundred pounds up to one thousand pounds, and above that one and one-half times first-class; but when his report was made to the Commission, for some reason, it was his opinion there was no justification for second-class rating on Nursery stock shipments.

We then arranged for hearing before the Commission in Washington, which was granted for March 15th but neither Commerce Counsel nor Secretary could be present and it was postponed until June 28th, at which time we will endeavor to have the Commission restore the second-class rating, at least on all shipments five hundred pounds and under.

### Reduced Classification on Bulbs, Carload Lots, Southern Territory

During the year we were successful with the Southeastern and Southern Lines in having carload rate of 4th class established on bulbs in lieu of the double first-class rating that has been in effect for some time. This makes a reduction of about 63%.

We have also been successful in lining up rates in certain sections of the country found to be out of line with other rates in such territory.

### Membership

Last year 406 members. Out of this number 394 paid their dues and 12 dropped out, which shows a loss of 3%.

This year 477 members. Up to this writing 426 have paid their dues, 43 have not and 8 have resigned. Should none of the 43 pay it will show a loss of about 10%.

The above shows an increase in membership of 83 since last Convention.

### Financial Report

#### RECEIPTS

Balance in Treasury July 1, 1923..	\$20,353.25
Interest at Des Moines on Time Deposits .....	297.33
Dues .....	15,175.00
Advertising .....	1,870.70
Revenue from R. R. Claim Collections .....	1,612.98
Revenue from Collection Bureau (Bad Accounts) .....	3,723.87
Sundry Collections (Includes \$800.00 returned by "Plan to Plant Another Tree" Treasurer)	809.75
<b>Total Receipts This Year....</b>	<b>\$43,842.88</b>

#### DISBURSEMENTS

Market Development & Publicity..	\$ 7,021.93
Standardization Committee .....	55.83
Vigilance Committee (Last Year)	72.00
Horticultural Standards & Telegraph Codes .....	412.00

Congress or the bureaus of the Department of Agriculture were doing. Mr. MacDonald knows how to quickly find these things out, so he was retained by your president and the chairman of this committee at a salary of \$25 per day together with his expenses when called from Washington. He has given inestimable service to date and the chairman submits Mr. MacDonald's bill of \$75 for services rendered.

A report of the year's work would not be complete without a statement that we have found on every hand in Washington helpful co-operation and a just attitude toward our industry. We venture to suggest that there has never been a better understanding, or a more cordial desire for co-operation than at present exists between Government, state officials and Nurserymen.

R. R. Fare, Hotel Expenses, etc., of Executive Committee, Secretary & Other Committee Meetings .....	3,191.78
J. W. Hill, Treasurer's Salary .....	100.00
President's Office Expense .....	491.68
General Printing & Supplies .....	264.47
Badges .....	55.46
Committee on Arboretums & Botanical Gardens .....	75.00
Music for Convention (Last Year) .....	15.00
"Plan To Plant Another Tree" Fund (Refunded Later) .....	800.00
Legislative & Tariff Committee ..	286.98
Flowers for sick and deceased members .....	93.99
Legal Advice .....	50.00
Express Complaint Expense .....	974.99
Committee on Distribution .....	19.25
Committee on Relations with Landscape Architects .....	25.58
Refund on dues .....	40.00
Premium on Treasurer's & Secretary's Bond and Insurance Policy .....	80.00
Expenses of Attendant Speakers (Last Convention) .....	193.73
Commercial Standards Council Membership Fee .....	50.00
Publishing 1923 Annual Report ..	536.00
Program Committee .....	35.10
Crown Gall & Crop Protection Institute .....	1,649.65
General Expense .....	886.11
Secretary & Traffic Manager's Salary & Office Expenses ....	8,553.26
Secretary's Check for draft for John Andrew Ronan, Attorney in Express Case .....	150.00
<b>Total Disbursements .....</b>	<b>\$26,179.79</b>
<b>Balance in Treasury .....</b>	<b>17,663.09</b>
	<b>\$43,842.88</b>

### Secretary & Traffic Manager's Office Expense Itemized

Secretary & Traffic Manager's Salary .....	\$ 4,500.00
Two Stenographers .....	2,100.00
Phone Rent, Phones & Telegrams .....	134.72
Express & Drayage .....	87.57
Government Stamped Envelopes & Misc. Postage .....	711.27
Office Supplies .....	238.01
Adding Machine, Typewriter, Check Protector, Desk, two Filing Cabinets .....	404.24
Office Rent .....	263.00
Misc. Expenses .....	114.45
	<b>\$ 8,553.26</b>

### Earnings of the Secretary & Traffic Manager's Office:

Revenue from R. R. Claim Collections .....	\$ 4,500.00
Revenue from Collection Bureau (Bad Accounts) .....	3,723.87
Badge Book .....	1,368.70
	<b>\$ 6,705.55</b>

### Railroad Claims and Collection Bureau

This year we have collected for the Nurserymen railroad claims and collection bureau accounts \$42,290.97. We have accounts and claims still pending amounting to \$71,272.36, and continue to receive new accounts almost daily.

Out of the 477 members of the Association only 118 members placed their claims and collections with us.

CHARLES SIZEMORE.

Secretary and Traffic Manager.

## CALIFORNIA ASSOCIATION OF NURSERYMEN

Chancellor K. Grady, Secy.

At the annual convention of the California Association of Nurserymen in Fresno June 5-7, the following program was presented:

THURSDAY, JUNE 5, 2 P. M.

Welcome address, by Mayor T. G. Hart, of Fresno.

Response, by George C. Roeding.  
President's address, by M. R. Jackson.  
Secretary's report, by Chancellor K. Grady.

Executive committee's reports.

Nomination of officers.

FRIDAY, JUNE 6, 9 A. M.

"Nursery Manifests," by R. D. Hartman.

"Tulare County Conditions," by F. R. Brann.

"Indoor Plants," by Eric James.

"Plant Diseases," by Dr. D. G. Milbrath.

"California Development Association," by Norman H. Sloane.

"Vacuum Fumigation," by D. B. Mackie.

"Developments Under Quarantine 37," by W. B. Clarke.

"The Coming S. A. F. Convention," by Roy F. Wilcox.

FRIDAY, JUNE 6, 2 P. M.

"Industrial Landscaping," by E. A. LaVallee.

"Present Market Conditions," by J. E. Bergtholdt.

"Orchids," by V. A. Ferrari.

"Nurserymen and Department of Agriculture," by W. C. Jacobsen.

"Commissioners and Nurserymen," by Fred B. Rouillard.

"Co-operation," by H. P. Stabler.

"Heather in California," by C. L. Flint.

"Port Quarantine Service," by Fred C. Brosius.

FRIDAY, JUNE 6, 8 P. M.

"Fruit Growing in Europe and Asia Minor," illustrated, by Ira J. Condit.

**A**BOUT 50 members were in attendance, a figure which was considered satisfactory in view of the general rather unsatisfactory business conditions during the year.

California has suffered from a very dry winter, followed by an epidemic of the hoof and mouth disease, which resulted in considerable hysterical action on the part of public officials in different parts of the State.

A varied and interesting program was presented covering the appeal of economic and ornamental horticulture and the perennial subject of relationships with state and county officials. There was manifest a spirit of co-operation and mutual good will between Nurserymen and public officials which indicated that the task of the Association is in a fair way of accomplishment. For many years we have endeavored to bring about a better understanding by the state and county of the nature of the Nurserymen's problems, but until the last year or two there was not a great deal of success attending these efforts. The Convention showed that this condition has undergone a radical change for the better.

A decision was reached at the Convention to renew our efforts for the passage of a Nurserymen's lien law to endeavor to secure a bulb standardization act, in order to prevent the sale of improperly or ignorantly grown bulbs and to bring about modifications in the inspection regulations affecting the bulb and parcel post shipments in the State.

The Convention paid its respects to the memory of the late Professor Edw. J. Wickson, Dean of California Horticulture, by rising and standing in silence for one minute.

The State Nursery maintained by the Highway Department at Davis, Cal., was reported to have engaged in the sale of trees for other than highway purposes and it was unanimously decided to have a committee appointed to investigate the subject and report back to the Board of Directors for action.

These officers were elected: President, Hans Plath, San Francisco. Vice-presidents, H. A. Hyde, Watsonville; Walter L. Armacost, Los Angeles; R. O. Lincoln, Santa Cruz; John C. Bodger, Arcadia; J. E. Bergtholdt, Newcastle; secretary, Chancellor K. Grady, San Francisco; directors, E. H. Rust, Pasadena, and Donald McLaren, San Francisco.

Miss Celia Nelson, of the Nelson Nursery, Oakland, Cal., gave a talk from K. L. X. Oakland Tribune, on planting more shrubs and trees. Miss Nelson has arranged for a series of radio talks.

## THE SPRING SEASON'S BUSINESS IN RETROSPECT

**Present Day Conditions in Western New York—Unusually Good Outlook in West Virginia—Prospects Brightening in the Middle States—Canadian Conditions Still Holding Back Full Progress—At Boulder, Colo., Scottsville, Tex., Hogansville, Ga., Union Grove, Wis.—In the Ozarks.**

In a review of the Spring business of Nurserymen in Western New York, the Rochester Herald's crop reporter says:

The volume probably has been slightly larger than in any year since the close of the war. Going back a little farther, it is quite possible that sales of apple and peach trees are the largest in Western New York since 1915. All this may be taken as indicating in the judgment of those who look ahead, prospects for the fruit business is not as dubious as prices for the 1923 apple crop might indicate. Summed up, the opinion appears to prevail that fruit production here is essentially sound. This is heartening information coming at a time when it might appear to the casual observer the nays and not the ayes have it in the fruit business, prospective as well as present.

In importance, apple trees lead the procession. Summed up, as already intimated, sales have been quite satisfactory. However, analyzed, it is apparent enough that Nurserymen did not entirely gauge demands for various varieties. In some cases the estimate was away short and in other cases it overshot the mark. This is by no means strange. It must be taken into consideration it requires from two to three years to grow an apple tree of suitable size to set, starting with the seedlings for the most part imported here from France. There have been, however, some recent experiments with domestic seedlings.

In this interval of two to three years there may come a swing to or away from a given variety. The effect, if the Nurseryman has not anticipated, is precisely what has happened—too few of some varieties and too many of others. It is an interesting sidelight on the apple business here that there has been a decided slump in popularity of some varieties in the last three or four years and a reaction toward others that for the time being were neglected.

There has been a fairly heavy demand for peach trees this spring, probably the heaviest since the war. This comes as a rather conclusive refutation of the assertions made five years ago in some quarters that Western New York was likely to become less and less important as a peach district, in fact that it had already left its peak of production far behind. The 1922 crop of close up to 7,000 cars, with possibly one exception the largest in the annals of the business here, indicates that potentially the orchards of the district have far from slumped. Further, with considerable planting done this season, as indicated by demand from Nurseries, the guess is production will at least be maintained. Some go so far as to assert that it is destined to increase.

In the aggregate, the sale of pear trees was about the average. In some localities it may have hardly been up to the usual volume, but this was offset by a somewhat larger demand from other quarters. The Bartlett is the standard of pear excellence here.

Demand for sour cherry trees was rather disappointing. The sour cherries are far and away the big end of the commercial crop. In the Western New York district there are upward of a million bearing trees. Production has rather exceeded demand. Perhaps more accurately, facilities for preserving the crop have lagged. In the last five years in seasons of heavy crops there has been considerable wastage, all of which has reacted against any marked extension in production. There has been, however, very heavy demand for standard varieties of

sweet cherries. Most Nurserymen were sold out before the season ended. However, sweet cherries are relatively unimportant. After all, heavy demand is not very significant.

Sales of plum trees were light. In most cases it was hardly up to the average of former years. There is reason for assuming production of plums here is gradually dwindling. Years ago, and not so many years either, canners were heavy buyers of plums. The pack was large. Today it is much smaller than it was ten years ago.

### Retail Sales Fall Off

Normal, Ill., June 17—Wholesale business has been very good, due undoubtedly to shortage in stock among the small Nurserymen. Retail sales throughout the immediate territory were the poorest in eight years, but the severe weather conditions of late winter together with the depressed condition of agriculture throughout this section we believe to be mainly responsible. The demand for fruit trees has been much less than usual, but the demand for ornamentals and evergreens seems to be on the increase.

The season has been the latest for many years. Following the opening of the season the weather was cool and wet which made transplanting conditions very good; the wet and cool weather continuing on until the early part of June has given good stands of all propagating stock and given transplanted stock, though late in coming on, a good healthy start.

Winter injury has been the heaviest for many years throughout this section. Hardy climbing roses and much Amoor River privet was killed to the ground, caused undoubtedly by the severe cold in early January immediately following the warm weather of late December.

Prospects for business in fall and the coming year are brightening; retail sales are picking up somewhat, notwithstanding that weather conditions have made agricultural interests very blue.

AUGUSTINE & CO.,  
A. M. Augustine.

### Fruit Stock Demand Strong

Sissonville, W. Va., June 10—The outlook for retail trade in this section for the coming season seems to be unusually good. Due to the extension of hard-surfaced roads, the high market value of fruits, and the failure to realize profits on other farm products, there is a decided stimulation of interest in fruit growing. The demand is especially strong on peach and apple trees of all kinds. Our spring supply of stock was entirely depleted, with an exceptionally heavy run on peach trees. The demand for ornamental stock in this section is very small. Our business is mainly retail, but our wholesale trade is growing satisfactorily.

We have been pursuing the policy of taking our customers entirely into our confidence, treating them fairly, retaining interest in the welfare of their stock, and their problems in general. The results have been most gratifying. We have had few complaints, all of which have been easily adjusted. And nearly every customer has become an enthusiastic booster.

We would like to see in the columns of the "American Nurseryman" some discus-

sion of the best methods of storing grafts between grafting and planting times.

The firm of Mathews Nursery Company is now exclusively owned and managed by M. C. Milam and C. E. Milam, and will hereafter be known as "Milam Nurseries."

MATHEWS NURSERY COMPANY,  
M. C. Milam.

### Cherry Tree Bump

Union Grove, Wis., June 16—We do a retail catalogue trade. Business has been exceptionally good with us the last spring; and, as we have been buying most of our stock, the only axe we have to grind is with the wholesalers who are still laboring under the impression that the war is not over. Particularly is this true with shrubbery and roses. The cherry tree crowd got a bump the past Spring and we anticipate that they will have to get one or two more to bring them to their senses. We are experiencing the best growing season in our history. Have an abundance of young stuff coming on and, like many other retail Nurserymen, hope to soon be in a position to paddle our own canoe. We cater to the rural class and note a decided tendency to plant out more ornamental stock for home adornment.

W. J. MOYLE & SONS.

### Canadian Conditions

Winona, Ont., June 16—The demand during the past season has been very excellent for ornamental stock, both trees and shrubs, but for fruit trees it has been much less than usual, on account of low prices for almost every kind of fruit for the past two years.

As for conditions for the future, they are none too promising. Trade is rather dull in Canada at the present time. Our factories are not all working on full time by any means, and so the city demand may not be as good as usual. Whether the demand for fruit trees will be better or worse depends a great deal on the returns from this year's crop of fruit.

E. D. SMITH & SONS, LIMITED  
E. D. Smith, President.

### In New York City

New York, June 16—A fine season. Demand and supply generally fair. Sold heavy on lining-out evergreens and forestry stock in addition to the general Nursery business.

F. W. Kelsey Nursery Co.  
L. H. Manning.

### In the Ozarks

Lamar, Ark., June 16—Situated as we are, in the commercial peach belt of the Ozarks, we have an excellent chance for early bookings. We are now about sold out for fall deliveries. Trade outlook elsewhere, probably a little below the average, on account of the cold, late Spring.

LAMAR NURSERY COMPANY,  
Chas. W. Fisher.

### Weather Favors Growth of Roses

Scottsville, Tex., June 16—Much cool and rainy weather until the first week in June has caused a good early growth on roses and ornamentals and some varieties are

(Continued on page 24)



## TRADE ASSOCIATIONS

American Association of Nurserymen—Charles Sisemore, secy., Louisiana, Mo.; 1924 Convention, Atlantic City, N. J., June 25-27.

Alabama Nurserymen's Association.—Dr. F. T. Nye, Secy., Irvington.

California Assn. of Nurserymen—Chancellor K. Grady, Sec'y, 401 Phelan Bldg., San Francisco.

Connecticut Nurserymen's Association—F. S. Baker, Secy., Cheshire.

Eastern Canada Nurserymen's Association—E. D. Smith, Winona, Ontario, president.

Eastern Nurserymen's Association—F. F. Rockwell, secy., Bridgeton, N. J.

Illinois Nurserymen's Association—N. E. Averill, secy., Dundee, Ill. Jan., 1925.

Iowa Nurserymen's Association—R. S. Herrick, secy., State House, Des Moines, Ia.

Massachusetts Nurserymen's Association—Winthrop H. Thurlow, secy., W. Newbury, Mass., Jan. 1925, Hort'l. Hall, Boston.

Missouri Nurserymen's Association—George H. Johnston, secy., Kansas City Nurs., Kansas City, Mo. Jan. 28, 1925, Kansas City, Mo.

Michigan Association of Nurserymen—C. A. Krill, secy., Kalamazoo.

New England Nurserymen's Association—G. Howard Frost, sec'y, West Newton, Mass.

New Jersey Association of Nurserymen—Wm. F. Miller, secy., Gloucester City, N. J.

Northern Nurserymen's Retail Association—C. H. Andrews, secy., Faribault, Minn.

New York Nurserymen's Association—Charles J. Maloy, secy., Rochester, N. Y. Feb. 5, 1925, Rochester, N. Y.

Ohio Nurserymen's Association—Clarence Siebenthaler, secy., Dayton, O.

Oklahoma Nurserymen's Association—W. E. Rey, secy., Oklahoma City.

Pacific Coast Association of Nurserymen—C. A. Tonneson, secy., Burton, Wash., Convention, 1924, Yakima, Wash.

Pennsylvania Association of Nurserymen—Floyd S. Platt, secy., Morrisville, Pa.

Rhode Island Nurserymen's Association—H. H. deWildt, secy., 521 Elmwood Ave., Providence, R. I.

Southwestern Nurserymen's Association—Thomas B. Foster, secy., Denton, Tex. Sept. 1924, Dallas, Tex.

Southern Nurserymen's Association—O. W. Fraser, secy., Birmingham, Ala. Sept. 1924, Greensboro, N. C.

Tennessee Nurserymen's Association—Prof. G. M. Bentley, secy., Knoxville, Tenn.

Western Nurserymen's Association—George W. Holsinger, secy., Rosedale, Kan. Jan. 28-29, 1925, Kansas City, Mo.

Western Canada Nurserymen's Association—T. A. Torgeson, secy., Estevan, Sask., Canada.

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American Nursery Trade Bulletin

## THIS PAGE PRESENTS American Nurseryman Directory of American Plant Propagators

**Listing Nursery Concerns Which Specialize in Production of Young Stock,  
Including That Which Has Heretofore Been Imported**

The American Plant Propagators' Association, Organized in 1918, Will Hold Its Seventh Annual Meeting  
in Rochester, N. Y., June, 1925. F. W. von Oven, Naperville, Ill., Secretary

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Evergreen Specialists  
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CHARLES M. PETERS, Proprietor.

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to secure your Lining Out Stock. We have good stands, a large assortment Seasonable weather and everything is on the jump. Send your want lists as soon as possible. Selling close on some items already. Have especially nice stocks of Nuts, Oaks, Oriental Plane; Climbing Roses, Wisteria, Weigela; Grape Vines, etc., etc  
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California Privet, 1 and 2-year.  
Amoor River, 1 and 2-year.  
Ibota and Vulgaris, 1 and 2-year.  
Spirea Van Houtti, 1 and 2-year.  
Carload lots.

Also **HARDWOOD CUTTINGS**—  
largest assortment in the U. S.  
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# American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock,  
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**AMER. NUR. TRADE BULLETIN**  
COVERING THE TRADE

## LITERATURE

"Solar Propagating Frame for Rooting Citrus and Other Sub-Tropical Plants," by Walter T. Swingle and others.

"Commercial Culture of Whitesbog Blueberries," Jos. J. White, Inc., Whitesbog, N. J.—The huckleberry has ten large hard seeds, that crackle between the teeth like blackberry seeds, while the blueberry has a large number of small soft seeds which are practically unnoticed when the berries are eaten. Consequently many people speak of the blueberry as seedless. There are several kinds of wild blueberries of which three are especially noteworthy for their commercial value. The lowbush blueberry (*Vaccinium angustifolium*, also called *Vaccinium pennsylvanicum*) is found in parts of most of the Northeastern states, about the Great Lakes and in Canada. The bushes of this species grow only 6 to 12 inches high. In New Jersey, where it is sometimes called the "Juny," the berries begin to ripen early in June. In Maine lowbush covers thousands of acres to which some care is given, chiefly by periodic burning, and the fruit supplies a great canning industry. The rabbiteye blueberry, sometimes called the "tree huckleberry" (*Vaccinium virgatum*), grows 10 to 12 feet high and is found in Northern Florida and other Southern states. This blueberry has been cultivated near Crestview, Florida, with considerable success, but little has been done to select especially fine varieties. The species chiefly cultivated at Whitesbog is the highbush blueberry (*Vaccinium corymbosum*), commonly known in New Jersey and many Southern and Western states as the "swamp huckleberry" or sometimes as the "big blue." This species which has produced the largest known blueberries promises to be of the greatest commercial value wherever it will thrive. It is found wild along the coast of Maine and throughout the other New England states, in the Southern parts of Wisconsin and Minnesota, in Michigan and other states bordering the Great Lakes. Its natural range extends well down into the Southern states, especially in the mountains. It is probable that this natural range can be extended by selection and cultivation. Blueberry development began in 1906 when the interest of Doctor Frederick V. Coville, Chief Botanist of the U. S. Department of Agriculture, was first attracted to blueberries.

New varieties of fruit that give promise of being really worth while additions to the list available to the fruit grower are described and illustrated, some of them in color, in a recent bulletin issued by the New York State Agricultural Experiment Station at Geneva. New or Noteworthy Fruits is the title of the publication written by Dr. U. P. Hedrick, Station horticulturist. Several new apples, a new pear, new raspberries, plums, and other fruits are described. The bulletin is free and may be had upon request to the Station authorities.

## Nurserymen's Relations With Landscape Architects

Chairman Walter E. Campbell's Committee Report Before the American Association of Nurserymen

On March 19, 1923, your chairman had the pleasure of addressing the Boston chapter of the A. S. L. A. at their annual banquet held in the Elk's Club, that city. A most friendly discussion followed and many points were brought up on which a thorough and definite understanding has not yet been reached.

In my talk to the members of the Boston chapter, I suggested that as long as their code of ethics forbade paid for or direct advertising, that they might at least do a great deal to popularize landscape architecture and gardening in general by selecting a member of their organization who was a good speaker, equip him with a well selected set of lantern slides, and have him connect up with one of the various chautauqua associations in the United States. This suggestion was heartily received and a committee appointed. I am happy to announce that such an attraction was added to the Redpath course, and that Mr. Edward Marshall, of the Redpath Chautauqua organization, delivered a number of these illustrated lectures throughout our state this spring and that they were enthusiastically received.

On June 8th following, my committee met with the New York Chapter of the A. S. L. A., where we had a most friendly and interesting discussion. At the close of this meeting it was suggested that the Committee on Relations with Landscape Architects prepare a questionnaire embodying all unsettled questions of interest to Nurserymen likely to arise in future dealings between us and the landscape architects, these to be submitted individually to the various members of the A. S. L. A. A corresponding committee of the A. S. L. A. was also to prepare a similar questionnaire, embodying questions of interest to landscape architects, which was to be submitted to the individual members of the A. A. N., the answers each to be used as a basis for agreement on all unsettled points, this agreement when completed to be ratified by both the A. S. L. A. and the A. A. N. in annual convention.

Taking up the points of discussion with both the Boston and New York chapters of the A. S. L. A., the fact was brought out that the size of the landscape architect's orders, the shape in which they were rendered and the responsibility of the average client, make these orders a valuable force of trade to any Nurseryman. Our friends of the A. S. L. A. then suggested that if Nurserymen, in view of these advantages, were willing to agree upon a reasonable discount, it would be accepted and appreciated, but stated at the same time that they were not "sticklers" for a discount and wished so to go on record.

The matter of the use of cold storage stock has been left open, to be agreed upon later after we have done some research work and had a report from the committee appointed at Chicago last June.

The trade relations agreement between

the A. S. L. A. and A. A. N., being article 10 appearing on page 17 of "Horticultural Standards" of 1923, was accepted and ratified by the respective committees from each organization engaged in compiling this work. Whether these committees were authorized to act finally for their associations, this committee is unable to say. Nevertheless, with a few omissions this is an excellent agreement. All points previously discussed not included in this trade relations agreement, with the addition of such others as the judgment of your committee thought ought to be included, were then embodied in the following questionnaire:

- (1) Do you think Nurserymen should allow a discount to your clients? If so, what per cent?
- (2) Do you object to the use of cold storage stock?
- (3) Are you willing to more closely cooperate with Nurserymen by either sending them direct or publishing in the trade journals the names of plants which you are likely to use in quantities three or four years hence?
- (4) Do you feel that a Nursery landscape department encroaches on your profession?
- (5) Do you feel that a Nursery landscape department increases plant interest and helps your business?
- (6) What do you think that a Nurseryman engaged in landscape planting should call himself?
- (7) When you insist on having extra large material not cut back, are you willing to assume the risk when you have accepted shipments as O. K.?
- (8) Do you feel that Nurserymen ought to furnish replacements free of charge or at half price?
- (9) Do you plan immediately to adopt the new standard plant names recently published by the joint committee?

This questionnaire was sent to Mr. G. D. Cooper, Cleveland, Ohio, who is chairman of the A. S. L. A. Committee on Relations with Trades. Your chairman asked his committee to frame questions for Nurserymen, to answer.

Dr. Charles Bernstein, superintendent of the Rome, N. Y. State School, has offered Oneida County the use of a 600-acre farm for a tree Nursery and the services of boys familiar with the work of growing young trees in the event the Board of Supervisors decides to join in the state-wide movement sponsored by the State Conservation Commission to reforest unused lands.

Elm trees and shrubs were presented last month to the Roosevelt school in Newark, N. Y., by Louis H. VanTassel of the C. W. Stuart & Co., Nurserymen.

When writing to advertisers just mention American Nurseryman.

## HIGH TIME TO REVISE "PUBLICITY" METHODS

**American Association of Nurserymen Has Lost Valuable Time in Making the Progress It Should—Membership Only a Fraction of What the Effort and Accomplishment of Earnest Workers Among the Members Have Recorded—Eleven States Not Represented in the National Organization—Remedial Suggestions.**

By Paul C. Lindley, Chairman Market Development Committee of the American Association of Nurserymen

Telling the Association about itself is the desire of your Market Development Committee in making a report for the past year, and recommendations for the future years.

First, we will analyze the membership. Secretary Sizemore's report for 1923 shows an increase of eighty-six for the year, making a total membership of four hundred and six.

For the purpose of making a study of Association needs, we have first listed the membership by states and sections.

In the South we find fifty-eight members:

Virginia .....	6	Tennessee .....	8
North Carolina ..	6	Kentucky .....	5
Georgia .....	5	Texas .....	13
Florida .....	5	Louisiana .....	2
Mississippi .....	2	Alabama .....	6

In the East one hundred and twenty-two members:

Maryland .....	9	Pennsylvania .....	22
New Jersey .....	18	Delaware .....	1
New York .....	53	Connecticut .....	10
Massachusetts ..	8	New Hampshire ..	1

In the Central States one hundred and sixty-eight members:

Oklahoma .....	4	Arkansas .....	5
Missouri .....	15	Ohio .....	37
Kansas .....	24	Indiana .....	11
Illinois .....	36	Michigan .....	27
Wisconsin .....	9		

Western States, fifty-four members:

California .....	5	Oregon .....	4
South Dakota ..	2	North Dakota ..	2
Minnesota .....	7	Iowa .....	14
Nebraska .....	10	Colorado .....	5
Washington .....	4	Utah .....	1

With Italy, Holland and Canada seven members.

Of this number thirty-four are associate members.

One hundred and thirty members pay dues of only \$10 per year.

Only two hundred and twenty members pay dues of from \$20 to \$50 per year.

Leaving only fifty-six members of the total number, four hundred and nine, paying dues of more than \$50.00.

Analyzing these figures, we find that the majority of the membership consists of those Nurserymen paying between \$20 and \$50 dues.

The badge book carries copy of one hundred and twenty-eight firms, mostly wholesale Nurserymen, which really represent the strength of the Association.

Eleven states are not represented. Why?

Texas with thirteen members is evidently not satisfied with American Association of Nurserymen publicity. The trade papers reporting the Convention last fall of the Southwestern Nurserymen called attention to the fact that subscriptions totalled about one-third as much as American Association of Nurserymen had ever appropriated in any one year for publicity. Seventy-five firms were represented at this convention. Of this number only thirteen Texas Nurserymen are A. A. of N. members.

The Southern Association mailed out eight articles to thirty-five hundred Southern papers at a cost of \$750. This Association has a membership of over one hundred, there are only fifty-eight Nurserymen in the entire South members of the A. A. of N.

California with five members in the American Association of Nurserymen is evidently getting her inspiration from a strong sectional organization.

What are we doing for this group, that they do not get from their strong sectional associations.

We have never analyzed their needs.

The Ornamental Growers, Eastern, Western, Illinois, and New England Associations

give their members, among other things, a stock report, which is very beneficial.

The physician cannot successfully treat the patient for a mysterious malady until he first accurately diagnoses it.

So your committee has attempted to show a few weaknesses.

An incorrect conclusion or "snap judgment" may easily cost thousands of dollars.

Newspaper articles all written by one man don't fit, because all kinds of conditions, from the cold of the Dakotas to the heat of the tropics, must be considered.

A short article in a Southern farm paper last winter, concerning Pine-apple Pear caused a heavy demand for that variety.

Writers familiar with their own section should prepare this valuable and inexpensive publicity, changing our horticultural nomenclature into simple readable newspaper English.

The larger Nurseries, "specializing in one crop," the Retailer, we must reach through the pocket book route, and open up a new avenue of distribution by teaching the retailer "How to Advertise."

It is claimed that the foolish banana song of last season fixed bananas in the minds of the public to such an extent that sales were stupendous.

This illustrates the value of repeating over and over again by the advertising route, "It's Not A Home Until It's Planted."

### "PAGES IN PAPERS"

My only reason for giving details of my own private business and personal affairs is to illustrate what any community can accomplish by co-operating with their daily papers.

Last fall, having a landscape department to keep busy, I had an advertising agency prepare six pages of copy written with the idea of making my home town more beautiful. The results, I believe, will interest you. First, the Oettinger Lumber Company phoned for a price on a thousand roses to be given away, free of charge, to any citizen on a certain day. They derived so much publicity from the event, that they will make it an annual affair. The North Carolina Public Service Company followed suit with another thousand, and Proximity Mills sold five hundred at cost to their employees.

The Civitan club held a special meeting with the City Council as guests, asking for an all time park superintendent.—Request granted.

High Point, a near by town at the annual ladies' night banquet of the Kiwanis Club, asked my firm to furnish the speaker for the evening, also to name a shrub that would be distinctive for their town.

Thomasville, another town, held a combined civic club banquet for the purpose of making their city attractive.

Civic clubs in nine other towns asked for a lecture on landscape gardening.

We increased our sales several thousand dollars, but the biggest benefit derived was editorial space that money can't buy. I want to illustrate their co-operation in my section by reading to you a letter received from one of my state papers, the Charlotte, N. C., Observer:

"My dear Mr. Daniels:

"If you were called upon to get up and make a speech about your line to an audience of 10,000 people, you would very likely become shaky in the knees, but I am pretty certain that you would not let this kind of an opportunity slip by without getting on your feet and saying something about the quality of the goods you are making.

"There is not a minister in North Carolina who has ever, at one time in his life, preached to as many as 25,000 people. I doubt very much if the Governor of the state ever addressed an audience so large.

"If your banker met you on the street and asked you to tell him something about the line of goods you are turning out, I

absolutely know that you would appreciate the opportunity so much that you would very likely consume half an hour in giving him all details, for if you could get a banker to boost your line it would help a whole lot.

"Every week for months and months, we have taken a lot of time and gone to a lot of trouble in begging you to give us material that we could put in the Charlotte Observer about your product. Such a news story would go to 35,000 paid readers. Among these 35,000 are hundreds of bankers, hundreds of merchants, and all other classes. If you tried to talk five minutes to each of these people you could hardly have finished the job when a year was up.

"Don't you believe that ten or fifteen minutes of your time each week, given to the preparation of a short, snappy statement about your product and how it is going, would be worth while when you remember that such a statement will go out to the biggest audience ever addressed by any man in the state?

"We can't help you unless you help us. How about it?"

"J. S. Patton, Editor."

If Nurserymen in every community would advertise in their home paper they would then print anything we give them for we have a product they want to write about.

For every problem there is a solution. Co-operative advertising in Country Life, House and Garden, Garden Magazine, would not solve my problem, for I would like to reach, for instance the 80,889 mill villages and thousands of other small Southern homes. One page in any issue of the Saturday Evening Post would wipe out our entire year's appropriation.

As usual 1923 publicity in our Association was late getting started. It was late August before I had a conference with Mr. F. F. Rockwell and outlined the following plan:

A—Three issues of the Booster—to be mailed to complete list of Nurserymen, about 5,000, with the idea of trying to get new members interested. One issue in September; a second for New Year—with a New Year's message; a third in advance of the June convention.

B—Continue newspaper articles, with effort to increase list, by getting new names from individuals and from sectional and state associations.

Also to increase use of articles by supplying mat cuts with some of them.

C—Continue booklets; adding three new ones to those already issued.

(1) "How to Plant 'Em So They Will Live."

(2) "Small Fruits for Farm and Home."

(3) "Success with the Things You Plant." (Pruning, Spraying, Cultivation, etc.)

Also to handle the Hilborn book.

D—A monthly letter to members of the Association keeping them informed concerning work being carried on; and giving suggestions on selling; offering cuts, and other advertising helps.

E—The addition of a set of lantern slides on Tree Fruits and Small Fruits; and if there are funds available a second set on landscaping the home place.

F—As wide an introduction as possible of the School Essay Prize Contest Plan, to the extent which the funds available will make possible.

G—Along with the above, we will endeavor in every way possible to push the membership campaign, as we did last year.

H—Four Radio articles.

Our appropriation of \$6500 for publicity appears to many of our members as large. O! for a naught added to our \$6500.

Say you saw it in AMERICAN NURSERYMAN



**E. P. BERNARDIN****Parsons Wholesale Nurseries**

Parsons, Kansas

Established 1870

**HEADQUARTERS for Early Harvest**  
B. B. root grown.**SPECIALIZES IN**  
**AMOR RIVER NORTH PRIVET.**  
**BUNGEI CATALPA.****BIOTAS.** Best evergreens for the  
great southwest.**SHADE TREES.** Large stock, all  
sizes.**ORNAMENTALS.** Grown for land-  
scape work.

Correspondence solicited

**SCARFF'S Nursery****Headquarters for**  
**Small Fruit Plants**  
**and Lining Out Stock**

Strawberries	Hardwood Cuttings
Raspberries	Iris
Dewberries	Mulberries
Blackberries	Sage
Elderberries	Horseradish
Currants	Asparagus
Gooseberries	Rhubarb
Grape Vines	Barberry Seedling
Privet	Althea Seedling
Spirea	Calycanthus Seedling
Hydrangea	P. G. Russian Olive Seed-
Layers	lings

Our list quotes lowest prices

**W. N. Scarff & Sons, New Carlisle, O.****GRAPE VINES****A Specialty****ALSO****CURRANTS, GOOSEBERRIES**

Best Varieties. Well Rooted

**WRITE FOR PRICE LIST****T. S. HUBBARD CO.****FREDONIA, N. Y.**If you missed getting your adv. in the  
current issue of American Nurseryman send  
your copy for the mid-month AMERICAN  
NURSERY TRADE BULLETIN.**THE F. E. SCHIFFERLI NURSERIES**

Established 1890

**Fredonia, N. Y.**We offer Grape Vines, Currants,  
and Gooseberries in all varieties and  
grades for early spring shipment.  
Grown by SCHIFFERLI in "The  
Famous Chautauqua County Grape  
Belt."**Enough Said**  
**Write for Prices****BECOME A**  
**LANDSCAPE**  
**ARCHITECT**  
Dignified. Exclusive  
Profession not overrun  
with competitors.  
Crowded with opportu-  
nity for money-making and  
big fees. \$5,000 to \$10,000 in-  
comes attained by experts. Easy  
to master under our correspondence methods.  
Diploma awarded. We assist students and grad-  
uates in getting started and developing their  
businesses. Established 1916. Write for infor-  
mation; it will open your eyes. Do it today.  
American Landscape School, 53, F Newark, New York**FOR SALE**Berberry Thunbergii, 2 and 3 yr.  
Cal. Privet, all sizes.  
Apple, good assortment, 2 and 3 yr.  
Also Rose, Ampelopsis, Veitchii,  
Peaches, Pear, Plum, Asparagus,  
Strawberry, Currants and Ornamental  
Stock.

Write for price and stock wanted.

**Rockfall Nursery Co.,****ROCKFALL, CONN.****We Specialize Only**

— IN —

**Carolina Peach**  
**Pits****J. VAN LINDLEY NURSERY CO.**  
**Pomona, N. C.****COLOR PRINTS****Of Horticultural Subjects**  
**From Actual Photographs**

WRITE FOR SPECIAL OFFER

**PROCESS COLOR PRINTING CO.**  
(FORMERLY CHRISTY, INC.)**Searle Bldg.****Rochester, N. Y.****New Crop North Carolina Natural**  
**PEACH SEED**We are large shippers of screened Stock.  
Write us for prices**HICKORY SEED COMPANY**  
**Hickory, N. C.****MAGNOLIA GRANDIFLORA**, all sizes from  
1 to 16'. 2 to 3', \$35.00 per 100; 3 to 4',  
\$60.00 per 100; 4 to 5', \$100.00 per 100.  
Conifers and broad-leaved evergreens in  
quantity. Write for prices.**VALDESIAN NURSERIES**  
**BOSTIC, N. C.****EVERGREENS**For Lining Out  
Seedlings and transplants.

Write for our price list.

**THE SCOTCH GROVE NURSERY**  
Est. 1871  
**SCOTCH GROVE, IOWA****ROSE BUSHES**Own-Root, Field Grown  
Wholesale OnlyYou can make money handling "Desert  
Climate Grown" Roses. List ready. Write.  
**HOWARD ROSE CO.**  
Hemet, California.**PEACH PITs**Our Stock Compares Favorably  
with the rest**Hogansville Nurseries**  
**Hogansville, Pa.****Broadleaf and Coniferous**  
**EVERGREENS**English Laurel, Japanese Ligus-  
trum, Gardenias, Aucuba Ja-  
ponica, Biota, Retinosporus,  
Thuya.

Price list on request.

**Audubon Nursery****H. VERZAAL, General Manager**  
**Wilmington, N. C. P. O. Box 275****ROSEFIELD'S SUPERB PEONIES**Superb stock of extra select varie-  
ties. Send for illustrated descriptive  
wholesale catalogue.**ROSEFIELD PEONY GARDENS, Reno Rosefield, Owner**  
77th St. & Bedford Ave., Omaha, Nebr.**TREE SEEDS**Send for catalog listing Tree, Shrub,  
Perennial and Evergreen Seed. Col-  
lected from all parts of the world.**CONYERS B. FLEU, JR.**  
6625 Ross St., Germantown, Philadelphia**Apple, Peach and Other Fruit**  
**Trees, California Privet 2-yr.****Grapes, Roses, Shrubs, etc.****H. J. CHAMPION & SON****PERRY****OHIO****RELIABLE PECAN TREES**We offer selected Pecan Trees, pro-  
duced by improved methods of care-  
ful bud selection which insure profit-  
able results for the planter. All stand-  
ard varieties. Make your reservations  
now. We grow other nursery stock,  
especially good budded and grafted  
Rose Bushes.**SUMMIT NURSERIES, Monticello, Florida****THIS SPACE****\$2.50 Per Month** Under  
Yearly Contract  
Including publication in both **AMERICAN**  
**NURSERYMAN** and **AMERICAN NURSERY**  
**TRADE BULLETIN.** 58 Cents a Week.  
**ONE MONTH: \$2.80 IN BOTH.****THIS SPACE****\$2.50 Per Month** Under Yearly Term  
Contract  
**58 Cents Per Week**  
Less Than Yearly: \$2.80 Per Month**THE AMERICAN ASSOCIATION OF NURSERYMEN**Is accomplishing much for the Nursery Trade. Practical Departments and Active Committees are at work.  
Are YOU a MEMBER? Write **CHARLES SIZEMORE, Sec'y, LOUISIANA, MO.,** for full particulars.**American Association of Nurserymen**  
**BUILDERS of BEAUTY****American Association of Nurserymen**  
**BRINGERS of BOUNTY**

## WANT ADVERTISEMENTS

We have an opening in our organization for a young man who is an experienced nurseryman, as an assistant general foreman, with the prospects of advancing to general foreman if his work is satisfactory. Must have at least a good high school education, must be capable of handling efficiently 50 to 100 men and experienced in the propagating and growing of a general line of nursery stock for the retail trade—evergreens, shrubs, fruit trees, etc.

We have 250 acres or more in nursery stock, just outside the city limits of Richmond, Va., a progressive city of 180,000 people—where the climate is ideal with no extremes of temperature.

State your age, whether married or single and positions held for the past five to ten years, and state salary desired, and send photo if possible.

We also have an opening for an experienced Rose budder with experience in shrubs and evergreen propagating.

Also two or more budders on fruit stock.

### W. T. HOOD & CO.

3025 Chamberlayne Avenue

RICHMOND, VIRGINIA

### ASSISTANT NURSERY SUPERINTENDENT

WANTED—First-class man to assist in running two Nurseries two miles apart. Salary according to proven ability. Must have experience handling labor efficiently in propagating, growing, shipping, etc. Northern experience preferred. Give education, details of experience, references and previous salary in first letter.

### AMERICAN FORESTRY COMPANY

FRAMINGHAM CENTER, MASS.

### WANTED

Reliable, steady working foreman who thoroughly understands hardy, outdoor perennials and shrub propagation, competent to take entire charge of a commercial nursery near Philadelphia. No applications considered unless full particulars accompany reply, which will be treated strictly confidential. State experience, age, where employed, how long, and references. Salary and interest in profits and rental free in new home. Permanent arrangement if satisfactory. Splendid opportunity to right man. B-22, care American Nurseryman, Rochester, N. Y.

### NURSERY FOR SALE OR WILL INCORPORATE

Will sell all growing Nursery stock with or without real estate. Have been established over 25 years. Are doing annual catalogue and wholesale business. Located 28 miles northwest of Baltimore. Grow general Nursery stock, specializing in Peach trees, California Privet, Asparagus, Rhubarb, Shrubbery and Evergreens. WESTMINSTER NURSERY Westminster, Md.

### SALESMAN WANTED

Energetic man to call on trade for a large mid-western wholesale nursery. Please give qualifications and references in your first letter. Address

B-23, care of American Nurseryman Rochester, N. Y.

## Obituary

During the fiscal year of the A. A. N., July 1923—June 1924, these deaths have occurred:

- 1923
- July 3—Frederick O. Guenther, Rochester, N. Y.
- July 16—Prof. E. J. Wickson, University of Cal.
- Aug. 14—Chas. Wallace Siebrecht, New Rochelle, N. Y.
- Sept. —Jacob Brunning, Oak Park, Ill.
- Sept. 16—Charles W. Stuart, Newark, N. Y.
- Oct. 27—J. H. Wallace, Creston, Iowa.
- Oct. 31—Julius Roehrs, Rutherford, N. J.
- Nov. 4—Frederick H. Horsford, Charlotte, N. C.
- Nov. 8—John Davey, Kent, O.
- Nov. 9—Samuel Lorton, Davenport, Iowa.
- Nov. 10—Thomas Rakestraw, Kennett Square, Pa.
- 1924
- Jan. 12—Prof. C. I. Lewis, Oak Park, Ill.
- Feb. 1—Benj. Buckman, Farmingdale, Ill.
- Feb. 8—Charles A. Green, Rochester, N. Y.
- Feb. 21—J. H. H. Boyd, McMinnville, Tenn.
- Feb. 22—Geo. J. Braun, Denver, Colo.
- Mch. 20—C. G. Ferguson, Denver, Colo.
- Mch. —Thomas H. Gold, Point Pleasant, W. Va.
- Mch. 24—E. W. Kirkpatrick, McKinney, Tex.
- Mch. 24—Arthur B. Morse, St. Joseph, Mich.
- Mch. 25—William H. Mastin, Newark, N. Y.
- Mch. 27—George J. Foster, Bloomington, Ill.
- Apr. 8—Frank L. Ilgenfritz, Monroe, Mich.
- Apr. 12—J. C. Vaughan, Chicago, Ill.
- Apr. 29—Irving Rouse, Rochester, N. Y.
- June 2—R. D. Luetchford, Rochester, N. Y.
- June 12—J. W. Hill, Des Moines, Iowa.

After shipping 1,500,000 forest tree seedlings from the Greenwood Nursery, the Pennsylvania Department of Forestry has announced that 2,500,000 trees remain for distribution during the next two years. The Nursery produces about 1,500,000 trees annually. The Huntington reformatory Nursery operating in conjunction with Greenwood shipped 325,000 forest trees and 2,000,000 shade trees for ornamentation.

### American Iris Society

#### Editor American Nurseryman:

Your readers may find something of interest in the current bulletin of The American Iris Society. This, the second bulletin of the year, is devoted to the Beardless Irises which include I. verna, the smallest of them all, and a May flowering native of our Southern Mountains I. cristata, the tawny I. fulva and the showy I. foliosa of the South, the varied delicate species of California, and the common blue flag of our swampy meadows. All the species and varieties known have been given their proper due and unless one can refer to the splendid monograph by W. R. Dykes, secretary of the Royal Horticultural Society, this bulletin is invaluable.

Then too, Mr. Dykes has been kind enough to translate his exhaustive article on hybridization from the Report of the International Conference on Irises, Paris, 1922, and there are articles on other phases of the subject. The bulletin is free to 1924 members of the Society, \$1.00 to non-members. It is illustrated and runs to some forty pages of closely spaced text.

The annual meeting of the Society was held May 27, 28, at Washington, D. C., where the American Horticultural Society acted as host. We hope to issue two more bulletins before the new year.

Anyone interested in irises is eligible to membership upon the payment of the \$3 dues to the Treasurer, Frank H. Presby, 95 Upper Mountain Ave., Montclair, N. J., and as secretary, I should be glad to answer to the best of my ability the questions of your subscribers.

R. S. STURTEVANT, Secretary.

**Pure Culture for Orchids**—Members of the botanical department of the University of Pennsylvania are now experimenting with a recently discovered method of propagating the orchid plants from the seeds by the pure culture method. The old way, still used largely in this country, is to sow the seeds on Turkish towling, filled with peat. As perfected by its English inventor, the new way involves the growth of the plant from a culture in a test tube. But the plan is a trade secret and it is with an idea of making the formula public in this country that the University horticulturists are laboring.

### Market Reports

(Continued from page 18)

now making their second breaks from near the crown when they do not ordinarily do that until in August. This insures bushy stock. Calls for hardy climbing roses are coming earlier than other years.

VERHALEN NURSERY COMPANY,  
By GEO. F. VERHALEN.

### Ornamental Stock Demand Strong

Boulder, Colo., June 17—The demand for ornamental Nursery stock has been unusually good with no over supply. A cold, backward spring delayed early shipping but permitted deliveries to continue later than usual. Growing conditions at the present time are good, with plenty of water in all streams for irrigation. The writer is extending his overhead irrigation system to cover new propagating space and additional plantings of perennial and young evergreens. Larger stock is irrigated by ditches as formerly.

A consistent building campaign throughout the state promises a good future demand for ornamentals. Local Nurseries and landscape architects co-operate in a creditable manner.

D. M. ANDREWS, Propr.,  
Rockmont Nursery.

### At Vienna, Ill.

Vienna, Ill., June 17—Nursery trade is very quiet at this time. Cannot say as to just what the demand is going to be. The wet weather has changed the sales, also the propagation and growth of stock so far.

The A. A. N. meeting is going to be way off to one side of the country, and it takes so long to go and come that it is almost impossible to get away at this season of the year. We have a fair peach crop in this section. Apple crop is not heavy.

THE VIENNA NURSERY.

### At Hogsansville, Ga.

Hogsansville, Ga., June 17—Spring, 1924, has been a splendid season for lining into field shrubs, evergreens and conifers. All stock growing nicely since the cool, spring weather has given way. Sales on wholesale and retail stock has been on the increase with us for several seasons which has warranted heavy plantings of all ornamentals to the curtailment of fruiting varieties in some lines. Outlook for the coming season's supply and demand is fine.

HOGANSVILLE NURSERIES.

### Swindlers Work in Mississippi

A. & M. College, Miss., June 14—"Let me see your photographic certificate" is the proper question to ask every fruit tree agent in Mississippi, says the State Plant Board. Reports have recently reached the office of the Board that a fake fruit tree agent during the past few months has defrauded a number of people at McComb, Centerville, Canton, Durant, and other places, out of sums of money paid for fruit trees which were never delivered. The swindler was taking orders for a reliable Nursery and collecting part of each order in advance. The Nursery had never heard of him until buyers began complaining about not receiving their orders. The Plant Board was notified immediately, but the agent had apparently left the state.

### Jonathan Premier in Missouri

The Jonathan is now premier apple of Missouri in number of trees, and the Delicious, Stayman Winesap, Grimes Golden and York Imperial are rapidly displacing the Ben Davis, Gano and Ingram, as shown by the summer, 1924, survey of commercial orchards by E. A. Logan, statistician of the United States Bureau of Agricultural Economics, and Secretary Jewell Mayes of the Missouri State Board of Agriculture. The state-wide investigation applies to market orchards only.

**For National Arboretum**—Dr. David Fairchild of the U. S. Dept. of Agriculture in a recent address strongly favored the selection, for a national arboretum, of the Fort Hamilton tract of several hundred acres near Washington, D. C. The A. A. N. committee on arboreta, of which Robert Pyle, West Grove, Pa., is chairman, is advocating establishment of a national arboretum worthy of the name on this site.



# Kelsey-Highlands Nursery

HARLAN P. KELSEY, Owner  
Salem, Massachusetts



CAROLINA HEMLOCK, (TSUGA CAROLINIANA)  
"The most beautiful American Conifer."

Hardy American Rhododendrons  
Hardy American Azaleas  
Carolina Hemlock  
Canada Hemlock  
Flowering Crab  
White Birch and Paper Birch Seedlings

Finest Conifers for Sales and lining out.  
All by the thousand or ten thousand.

Nurserymen will find it profitable to visit  
my Nursery and contract in advance.

"Your specimen Carolina Hemlock of two years ago is an object of great beauty this Spring in its new growth. It far outshines all the other Evergreens in the group."

Very truly yours,  
Charles H. Tibbets.

Planning Commission of the City of White Plains,  
20 North Broadway,  
White Plains, N. Y.  
June 13, 1924.

## We Sell TO THE TRADE ONLY

APPLE: 2-yr. buds.  
PEAR: 2-yr. buds.  
CHERRY: 2-yr. buds.  
PLUM: 2-yr. buds.  
PRUNE: 2-yr. buds.  
GOOSEBERRY: Oregon Champion, 1 yr.  
CURRENT: A general assortment including Perfection 1 and 2 yr.  
ROSES: Portland grown, 2 yr. buds.  
CLEAN COAST GROWN SEEDLINGS:  
Apple, Pear Mahaleb, Mazzard, Myrobalan and Norway Maple.

Also a large assortment of general Nursery Stock including one year budded Fruit Trees, Nut and Ornamental Trees, Shrubs, etc.

Our soil and climate produce a fine system of fibrous roots, without irrigation.

**Portland Wholesale  
Nursery Company**  
971 Sandy Boulevard  
Portland Oregon

## Bailey's New Standard Cyclopaedia of Horticulture

SIX VOLUMES, 8x10x2 1/2  
Profusely Illustrated  
Price: \$40.00

Sold only in complete sets  
\$3.00 per month if desired

AMERICAN FRUITS PUB'G COMPANY  
39 State St., Rochester, N. Y.

When writing to advertisers just mention  
American Nurseryman.

## THE COLE NURSERY COMPANY

PAINESVILLE, OHIO  
W. B. COLE, President

FRUIT TREES—Especially, Dwarf Apples, Pears, Plums, Peaches.

SMALL FRUITS—Grapes, well grown, Asparagus, Currants.

SHADE TREES—Our general good assortment. Root Pruned.

EVERGREENS—Fair assortment.

SHRUBS—Deutzia Gracilis, Deutzia Leminei, 500,000 Privet, California, 2 years, Spirea, 20 sorts. Weigelia Eva Rathke, Weigelia Variegated, Weigelia Candida.

VINES—Strong Plants. Honeysuckle, Halls, Clematis Paniculata. Aristolochia Siphon, 2 years.

ROSES.

PERENNIALS—Large Assortment.

PHLOX—Especially strong plants.

LET US QUOTE YOU

## Choice Florists Flower Seeds

and  
Seeds of all Hardy Perennials  
**Kelway & Son**

LANGPORT ENGLAND

FANCY GERMAN IRIS,  
MIXED JAPAN IRIS,  
BUXUS SUFFRUTICOSA  
THE GARDEN NURSERIES

A. E. Wohlert, Owner, Narberth, Pa.

## OFFICIAL CATALOGUE

## STANDARDIZED PLANT NAMES.

Compiled By

American Joint Committee on  
Horticultural Nomenclature

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Harlan P. Kelsey, Secretary

## The Standard Authority

For all dealings and writing on  
Plants in the United States; giving  
correct scientific and common names,  
for quick reference. Fourteen influential  
organizations co-operated. Mechanical  
cost alone nearly \$10,000.

Invaluable to the Nurseryman

Cloth bound, \$5.00 Flexible, \$6.50

AMERICAN FRUITS PUB'G CO., Inc.,  
P. O. Box 124, Rochester, N. Y.

## HEADQUARTERS GRAPE CUTTINGS

Write for Prices

INDEPENDENT FRUIT CO.  
Penn Yan, N. Y.

## Fruit and Flower Plates

CATALOGUES—ENGRAVINGS

Plate Books, Folios, Maps, Stock Forms,  
Office Supplies, Circulars, Order Blanks,  
Price Lists.

United Litho & Printing Companies  
228 South Avenue, Rochester, N. Y.

## The Preferred Stock

### Fifty Years of Progress

A half century in the wholesale nursery business has seen the Jackson and Perkins Company develop from a small local business to a national institution serving the entire United States and Canada. From a few leased acres it has grown until it now cultivates 1500 acres in various farms.

This has been possible because the Jackson and Perkins business was founded on the bedrock of quality and service. Each year our list of customers increases.

Anticipate your Fall requirements—now.

**Jackson & Perkins Company**  
Wholesale Only  
Newark, New York.

### Trade Bulletin Out About September 15th

YOU will do well to check up early on  
**EVERGREENS**

**ORNAMENTAL SHRUBS**—short crop

**BARBERRY THUNBERGII**—by carload  
as well as

**CALIFORNIA PRIVET**

**BABY RAMBLERS**—best block we ever  
grew

**H. P. ROSES**—many varieties and well  
branched

**BARBERRY THUNBERGII SEEDLINGS**  
—grown where climate and soil, also special  
care, produce best seedlings in country.

**BARBERRY THUNBERGII**—2 yr. not  
transplanted.—Special price.

**FOREIGN FRUIT SEEDLINGS and ROSE  
STOCKS**—Quoted at Manchester. Seedlings  
that are right.



**C. R. Burr & Company, Inc.**  
MANCHESTER, CONNECTICUT

### After the Convention

The next thing in order, is the Catalogue. It is not a day too early to begin on it.

A few weeks in early summer, spent on writing new descriptions, getting photographs of your nursery and the stock you have for sale, and some thought and planning on your part, can result in a better salesman than your catalogue has been.

Buyers get tired of the old catalogue with a new cover.

And the printing can be handled better in the summer and early fall. Early begun is early done.

Our equipment for color printing and catalogue making, is complete and equal to the best. Our nursery department is in charge of a nurseryman of many years' experience in selling nursery stock.

We are turning out some nursery catalogues that are different: bristling with individuality and salesmanship. We want to make one for you, to fit your business and your trade. Write us about it.

### THE DU BOIS PRESS

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BETTER THAN ANY TRADE DIRECTORY—Mailing Lists changed daily.

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